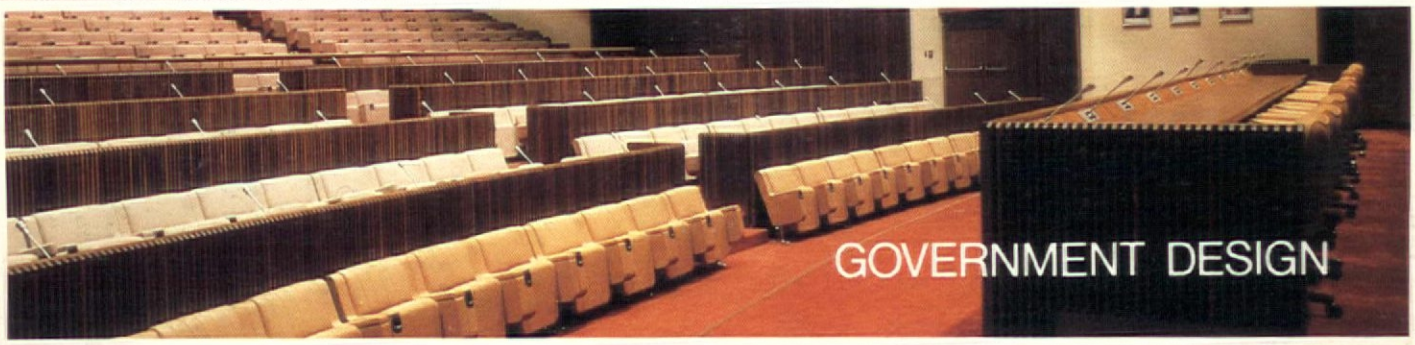
The Library
NEW YORK SCHOOL OF INTERIOR DESIGN
155 East 56th Street, New York City 10022
JUN 19 '84

A Gralla Publication

June 1984

Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

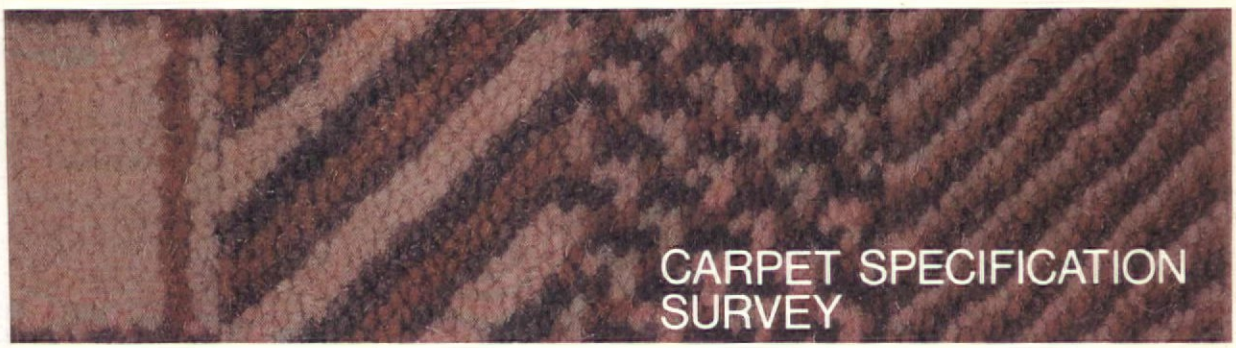


GOVERNMENT DESIGN

ASID
American Society of Interior Designers

PRODUCTIVITY SURVEY
AND SHOW PREVIEW

AL IBRA155E5618 06 CN APR85
LIBRARY
NY SCHOOL OF INTR DES
155 E 56TH ST
NEW YORK NY 10022



CARPET SPECIFICATION
SURVEY

QUICK-SHIP
DIRECTORY

CAN SPACE DESIGN INCREASE PRODUCTIVITY?
MANY CLAIMS, BUT PROOF IS ELUSIVE

- Lighting Up NEOCON & show update; BIFMA report

EXECUTIVE BUYER EDITION

BONUS CIRCULATION:
5,000 GOVERNMENT
EXECUTIVES

The Medintech™ floor. Impervious to environmenta

Unusually resistant to bacteria growth and stains.

Where a spec of dust can ruin a microchip, and laboratory spills can breed bacteria, a functionally seamless floor like Medintech is essential.

Created specially for clinical environments where productivity and precision depend on cleanliness, Medintech is the most stain-resistant floor of its type available. Medintech's resistance to chemicals, acids, and abrasion equals or surpasses the ratings of competitive floors.

This homogeneous, inlaid, solid vinyl floor can be installed with heat-welded or chemically bonded seams, providing a seal that prevents penetration by liquids and impurities.

In addition, Medintech has an attractive terrazzo-like look in nine pastel shades. So it meets the aesthetic as well as the functional needs of spaces for everything from microsurgery to microcircuitry.

For free samples write Armstrong, Dept. 46FCT, Box 3001, Lancaster, PA 17604. Or call 800-233-3823, and ask for MEDINTECH. In Pa., call 800-732-0048.



Armstrong

Circle 1 on reader service card



Cover: *Graphic artist George Koizumi incorporates four themes in his June issue design. Surveys on productivity and carpet specification, a government design feature, and Quick-Ship Furniture Directory are included in the feature section beginning on page 135.*

Co-Publisher & Editor
Len Corlin

Co-Publisher & Adv. Sales Dir.
Frank A. Rizzo

Associate Publisher & Adv. Sales Mgr.
Gary S. Puro

Managing Editor
Roberta S. Walton

Senior Associate Editor
Katherine A. Forman

Assistant Editor
Dana F. Dubbs

Art Director
Richard Zoehrer

Midwest Editor
Rhea Dawson

Graphic Design Consultant
Phil Miller

Business Manager
Morton L. Silverman

Eastern Manager
William Dahdah

Western Manager
Neil Silverstein

Promotion Director
Peggy I. Scholtz

Assoc. Promotion Manager
Chris Murphy

Market Research Director
Robert A. Leibson

Market Research Manager
Richard Sulzman

Assistant Research Manager
Renee Weil

Production Director
Barry Miller

Production Manager
Victoria Lauro Brewster

Assistant Production Manager
Lynn M. Saphire

Classified Advertising Manager
Nancy Leffler Berman

Circulation Manager
Barbara Iavaroni

Contract
THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

Vol. 26 No. 6 June 1984

135 GOV'T, DESIGNERS CONFRONT PRODUCTIVITY ISSUE

136 **Federal Design & Building Systems Take High-Tech Turn**

140 **Saudi Arabian Design Exceeds Western Standards**
Showcase educational institute uses marble & teak

144 **County Court Redesign Appeals To Public, Improves Operations**
Renovation organizes work flow, upgrades image

148 **Design Meets User Needs, Boosts Tax Dept. Efficiency**
Re-use plan based on gov't employee input has productive results

152 ASID SURVEY: Clients Want Interiors That Spur Productivity
Polled members find privacy, personal space less than critical to good design

160 **40 Workshops, 150 Exhibits Educate Specifiers At ASID Expo**
Conference takes planners 'Beyond The Line' by addressing new challenges

164 **Energy-Saving Lamps, Sleek Designs Shine In Chicago**

166 CARPET SURVEY: Carpets Account For 20% Of Furnishings Costs
Price, brand, color, & durability influence carpet preference, says poll

170 **Area, Oriental Rugs Gain In Contract Market**
Unique carpet patterns, custom colorations humanize office environments

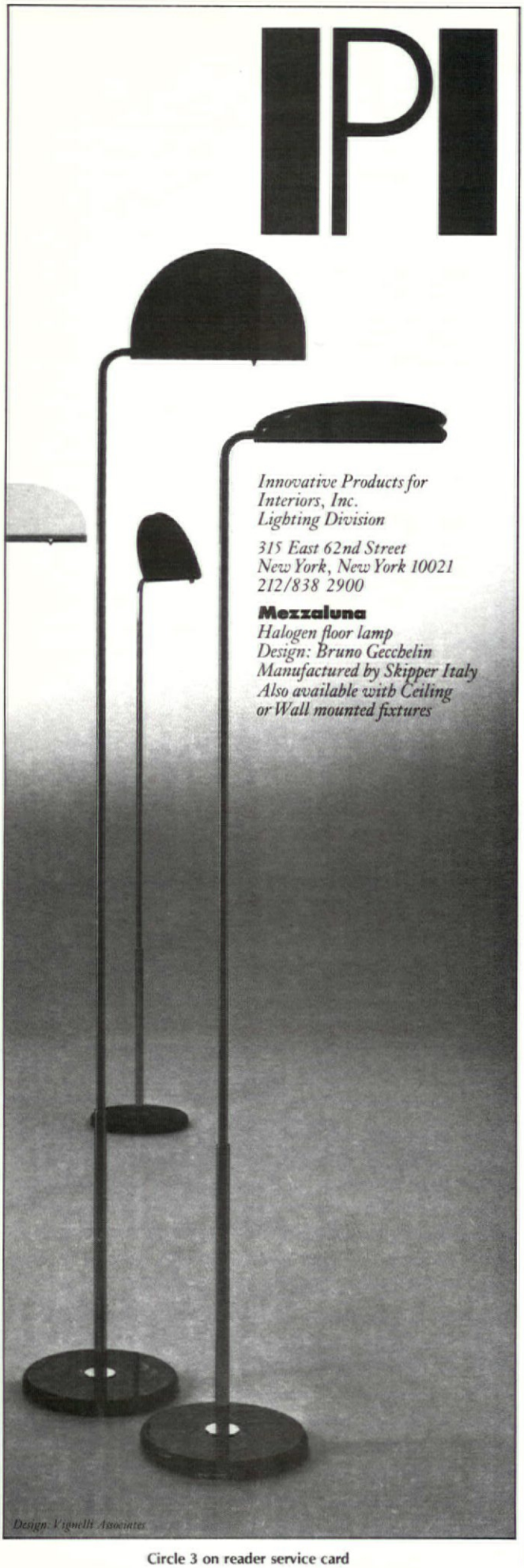
176 NEC Article, Panel Standard Reaffirm BIFMA Mandate
Onset of second decade marked by successes in worker protection efforts

180 **1984 QUICK-SHIP DIRECTORY**

DEPARTMENTS

7 Contract Commentary
12 Letters
19 Contract News
25 Designed for Laughter by Michael Saphier
40 Contract Update
66 NEOCON At-Show
75 Contract Quotes
81 Color Line
87 Lighting Line
94 Contract Technology
104 Product Showcase: Herman Miller
112 Product Showroom: David & Dash
117 People/News
128 Coming Events
189 Products & Services
244 Catalogs & Brochures
246 Classified Advertisements
249 Advertising Index

EXECUTIVE BUYER EDITION
Bonus circulation to 5,000 Government Executives



Circle 3 on reader service card

Contract

Vol. 26 No. 6

July: CONTRACT's 12th Open Plan Specifier's Guide is a comprehensive listing of products, sources, and services used in open plan installations. Also featured is a special section on Power Distribution In The Open Plan Office focusing on access flooring, flat wire, and carpet tile. An expanded product review of Carpet Tiles will also be included in this issue.

August: Executive Buyer Edition/Commercial Buildings offers bonus circulation to 5,000 commercial building owners and staff executives. Feature on Remodeling & Ancillary Construction Services covers latest developments in the redesign market, overviews remodeled installations, and provides information on services offered by construction companies and consultants. Other issue highlights include Computer Support Furniture Directory, Furniture Component/Hardware Source Guide for Specifiers and OEMs, and Sales Rep Help Wanted Section.

Advertising Representatives

New York:

Frank A. Rizzo, Co-publisher & Adv. Sales Dir.,
Gary S. Puro, Associate Publisher & Adv. Sales Mgr.,
William Dahdah, Eastern Manager,
Peggy Hynes, Northeast Representative,
Gralla Publications
1515 Broadway, 24th Floor,
New York, N.Y. 10036.
Phone: (212) 869-1300.

Chicago:

Marie Kowalchuk, Midwest Representative
Gralla Publications
3525 W. Peterson Ave., Chicago, Ill. 60659.
Phone: (312) 463-1102.

West Coast:

Neil Silverstein, Western Manager, Gralla Publications,
16200 Ventura Blvd., Suite 328
Encino, Calif. 91436. Phone: (818) 788-0271.

Gralla Publications

President: Lawrence Gralla.
Executive Vice President: Milton Gralla.
Vice Presidents: Howard Rauch, Frank A. Rizzo, Rosalind Schacknow, Peggy I. Sholtz, Marshall D. Siegel, Morton Silverman.

Other Gralla Publications:
Bank Systems & Equipment; Catalog Showroom Business; Contract Direct Reply Cards; Facilities Design & Management; Giftware Business; Health Care Systems; Impressions; Kitchen & Bath Business; Meeting News; Merchandising; Multi-Housing News; National Jeweler; Premium/Incentive Business; Sew Business; Sporting Goods Business; Travel Agents MarketPlace.

CONTRACT ISSN 0010-7832 is published monthly by Gralla Publications, 1515 Broadway, 24th Floor, New York, N.Y. 10036. Phone (212) 869-1300. Subscription price one year $14, two years $21 for firms and individuals who specify design, buy, or replace contract furnishings. All other U.S. subscriptions $36 per year. All Canadian and Mexican subscriptions $16 per year for qualified subscribers and $36 per year for non-trade. All other foreign subscriptions $65 per year. Single copy $4. The publisher assumes no responsibility for opinions expressed by editorial conbributions to CONTRACT. The publisher reserves the right to reject any advertising not in keeping with the publisher standards.
SUBSCRIBER INFORMATION & ADDRESS CHANGES: Write to Circulation Dept., Rm. 930, 1501 Broadway, NY, NY 10036.
POSTMASTER: Send address changes to CONTRACT Circulation Dept., Rm 930, 1501 Broadway, NY, NY 10036. Send Second Class postage paid at New York, NY and additional mailing offices.

BPA

The New Planters Just For Open Plan

TOPsiders™ The entire grid is your garden. Plant the filetops, the binder bins—and the wall panels, if that's where the plants work best.

TOPsiders™ Soften edges and happily put high touch humanistics anywhere. Free up plant placement options and de-limit design potential without stealing a single square foot from a space-critical floor plan.

TOPsiders™ Patent pending. Clean-lined radius rectangles in ABS. Non-marring support brackets install quickly with no tools at all, adjusting snugly to any size panel top from 1¾" to 2¾"; then, the watertight planters slip securely over the brackets to hide them completely. Designed to hold standard 6" nursery grow pots without replanting; 30 x 6 x 6" and more sizes to come soon; four standard matte colors—warm brown, dark brown and the most frequently specified tan and gray values.

TOPsiders™ A whole new way to plant an open plan.

Circle 4 on reader service card

2312 Central Avenue
Middletown, OH 45044
(513) 423-2735

TOPsiders™



Corporate images in wood

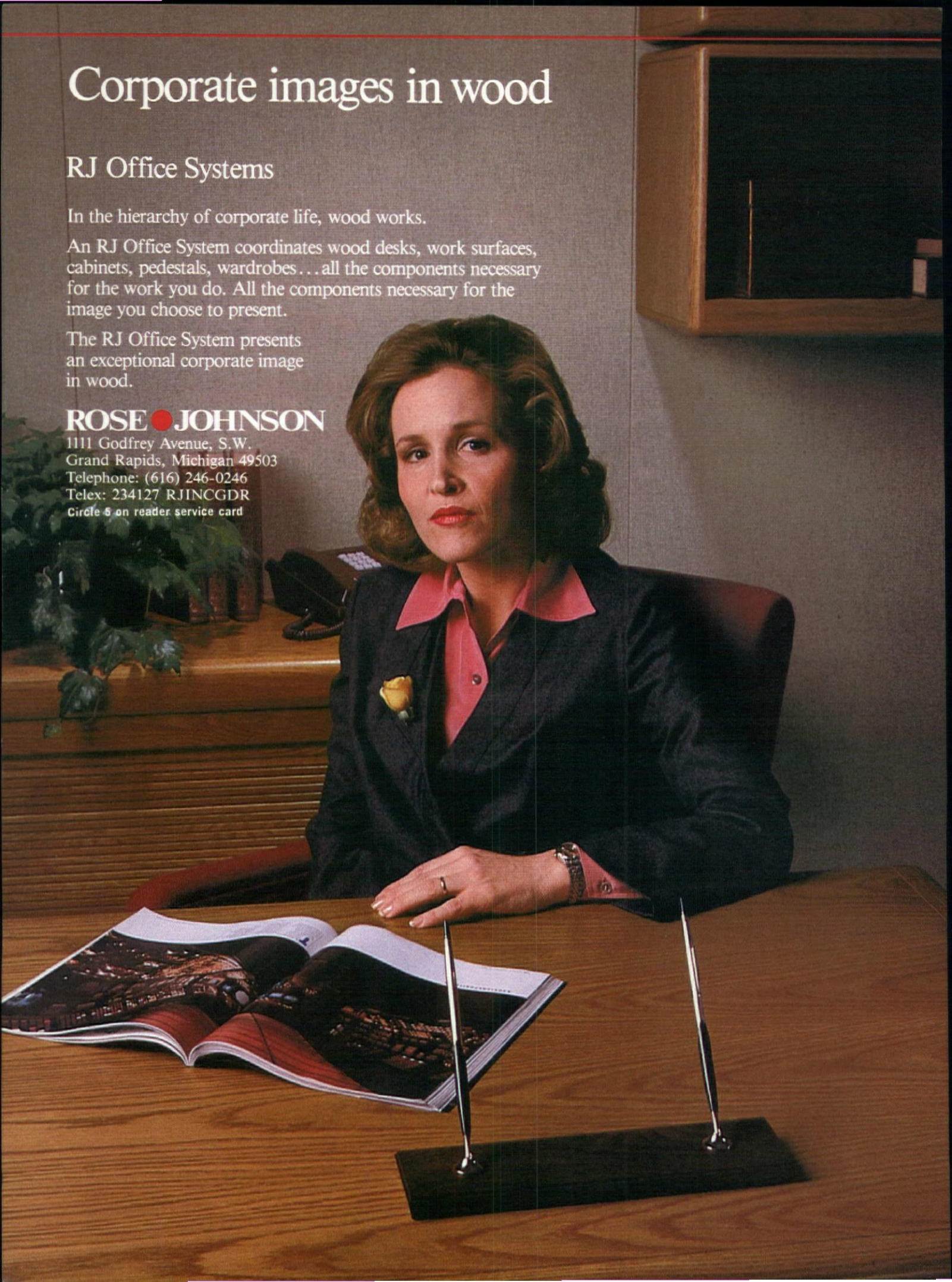
RJ Office Systems

In the hierarchy of corporate life, wood works.

An RJ Office System coordinates wood desks, work surfaces, cabinets, pedestals, wardrobes... all the components necessary for the work you do. All the components necessary for the image you choose to present.

The RJ Office System presents an exceptional corporate image in wood.

ROSE JOHNSON
1111 Godfrey Avenue, S.W.
Grand Rapids, Michigan 49503
Telephone: (616) 246-0246
Telex: 234127 RJINCGDR
Circle 5 on reader service card





CONTRACT COMMENTARY

PRODUCTIVITY QUESTIONED, . . . FEW ANSWERS AT-HAND

Often discussed, but little understood, the issue of worker productivity is the current "buzz word" of the contract interior design industry. In recent issues, CONTRACT has published results of productivity research, notably the American Productivity Center/Steelcase project (December, '83), Michael Brill's preliminary findings released through BOSTI (January, '84), and numerous office interiors projects which designers purport have effected improvements in worker morale and efficiency.

But the documentation available on the subject seems to open doors to more questions rather than to lead to conclusive answers. Indeed, the topic of productivity appears to receive ongoing (and never-ending) study, yet "results" are as evasive as the shape of computer terminals in the year 2000.

CONTRACT's June editorial package peers into the crystal ball, again, on this subject; but this time in an effort to clarify some of the *questions* surrounding productivity. By no means do we pretend to have the answers!

In cooperation with the American Society of Interior Designers (ASID), CONTRACT publishes the results of an ASID member-survey that illustrates how the client's productivity-consciousness is being raised by designers who have long known the positive influence of a properly planned environment. The study is complemented by commentary from leading ASID/IF spokesmen who share their observations on the member-poll, as well as their professional insights into the subject.

In this issue, readers will also find coverage of productivity-related studies conducted by the Federal government, through the National Bureau of Standards and the Public Building Service. Part of CONTRACT's government theme this month, the federal work reinforces private-sector efforts to get at the root of productivity from a facilities and human resources perspective.

We hope that readers find the right questions being asked in this issue—the answers will surely follow!

Roberta Walton

Managing Editor



LOUVERDRAPE VINYL MIST PATTERN 21 / INTERIOR: SUE WILSON DESIGN

VINYL MIST®

PERFORATED SOLID VINYL VERTICAL BLINDS

BAROQUE

CLERESQUE

LATTICE

TRACERY

One of the 700 choices of LouverDrape® colors & textures

Among those 700 choices, LouverDrape® perforated vinyl louvers are perhaps the most unique. Unique, because a transparent quality is achieved by actually perforating the solid vinyl. Thousands of tiny holes are stamped into the louver creating these delicate patterns. From across the room, Vinyl Mist® patterns give the illusion of lace, while retaining the practicality and energy efficiency of solid vinyl.

It's hard to believe the beauty of Vinyl Mist® until it's installed. Even though the louvers remain 87% to 93% solid, the view through the closed louvers is amazingly clear. And you can enjoy that view while the room is protected from glare, sun and solar heat. In fact, Oyster Beige Vinyl Mist® louvers reflect as much as 65% of the solar radiation striking the window.

LouverDrape® Vinyl Mist® — a strikingly beautiful, reasonably priced, low maintenance window treatment. Protect your furniture and carpet from the sun without giving up that beautiful view.

ALWAYS INSIST ON

100% LouverDrape QUALITY

LouverDrape®

SEND FOR OUR FREE 36 PAGE FULL-COLOR BROCHURE

LOUVERDRAPE, INC.
1100 COLORADO AVE., DEPT. E9
SANTA MONICA, CA 90401

Circle 6 on reader service card.

H E L I K O N

Facets
Designed by Bob Becker

Circle 33 on reader service card

What would you like to say?

No other collection of executive contract furniture enables you to make so many different design statements. Because only Facets lets you choose the woods and finishes you prefer: on base, desktop and case. A contemporary design highlighted by a hint of art deco: Facets allows the ultimate in design flexibility.

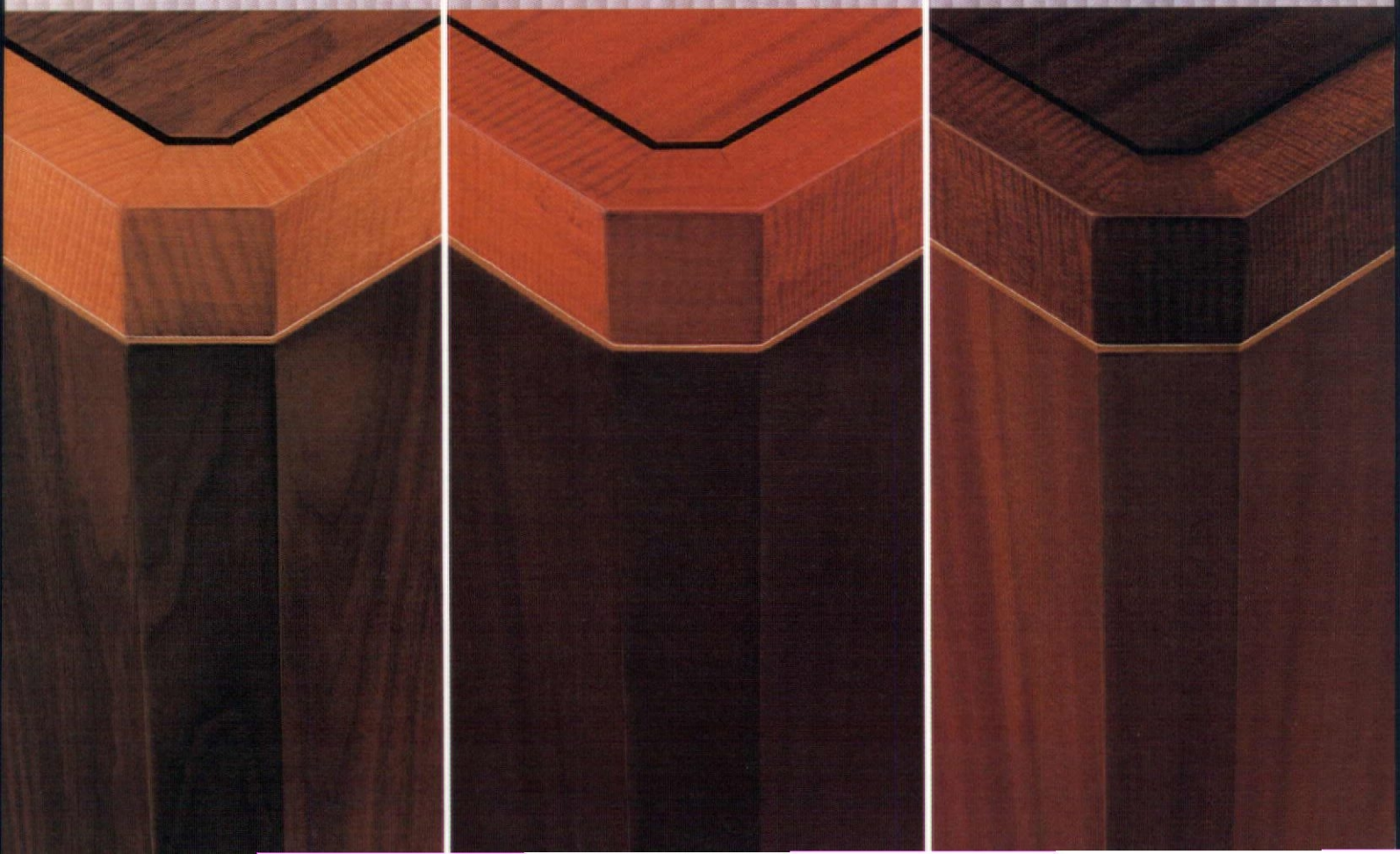
Top and base borders are standard in figured African mahogany or fiddleback anigre veneer. While the desktop interacts with the rich inlay of exotic wenge wood. And finely polished metal reveals are available in stainless steel, brass and statuary bronze.

To learn more about Facets, contact Helikon Furniture Company, Inc., Taftville, CT 06380, or call (203) 886-2301.

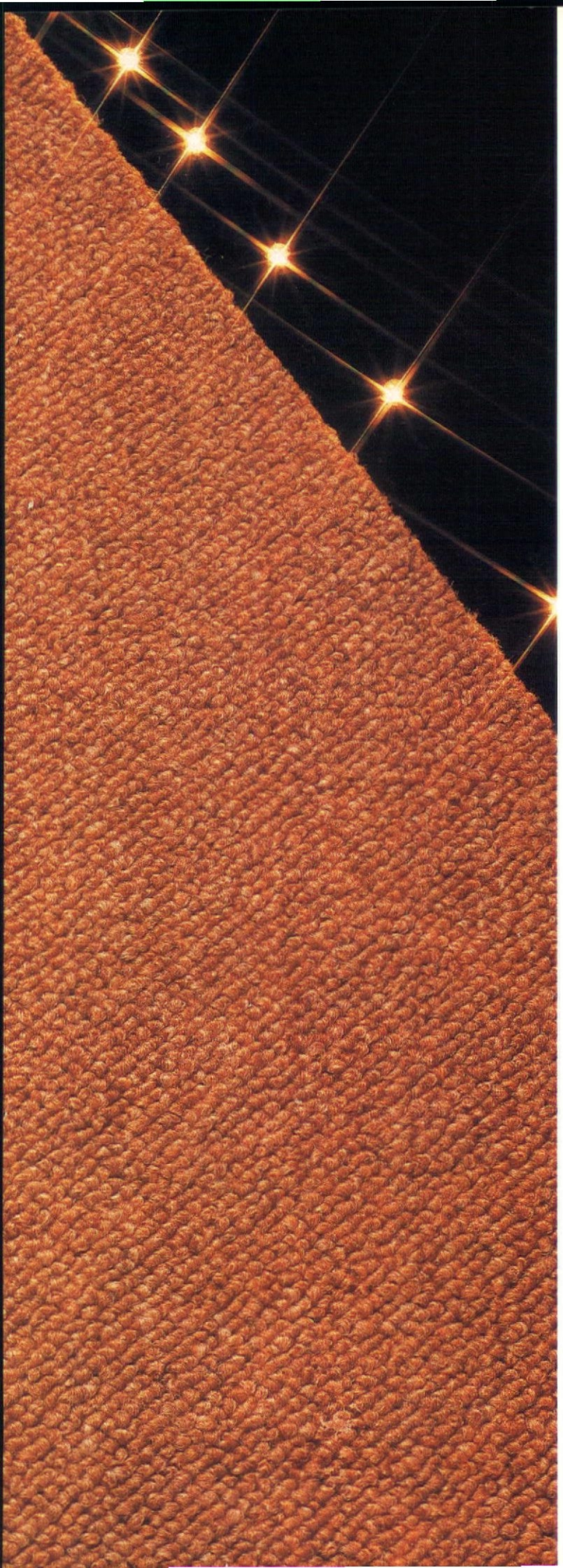


A QUARTER CENTURY OF QUALITY

© Helikon Furniture Co., Inc. 1984







In airports: Carpets of Antron® perform with style.

When you step off a plane at Miami International Airport, you step onto carpet of Du Pont ANTRON®* 50,000 sq. yds. of it!

Performance and styling are the reasons why ANTRON is used in more major airports than any other carpet fiber.

ANTRON nylon is specifically engineered by Du Pont to handle heavy traffic. Unique fiber shapes hide soil and actually keep carpet of ANTRON cleaner longer.

Carpet of ANTRON resists crushing and matting–so suitcases on wheels, luggage racks and dollies leave it undaunted.

And only carpet of ANTRON can make your designs soar in so many styles, colors and textures. More than any other commercial carpet fiber.

At Miami International Airport–5 years and millions of passengers later–the carpet of ANTRON still looks beautiful.

No wonder Du Pont ANTRON is the most specified commercial carpet fiber in the country!

For a free copy of our new Specification Guide, write Du Pont Carpet Fibers, Rm. X-39830, Wilmington, DE 19898.

*Du Pont registered trademark. Du Pont makes fibers, not carpets.

DU PONT ANTRON.®
AMERICA'S MOST SPECIFIED CARPET FIBER.

DU PONT

REG. U.S. PAT. & TM. OFF.

Circle 8 on reader service card

LETTERS

Directory issue gets applause

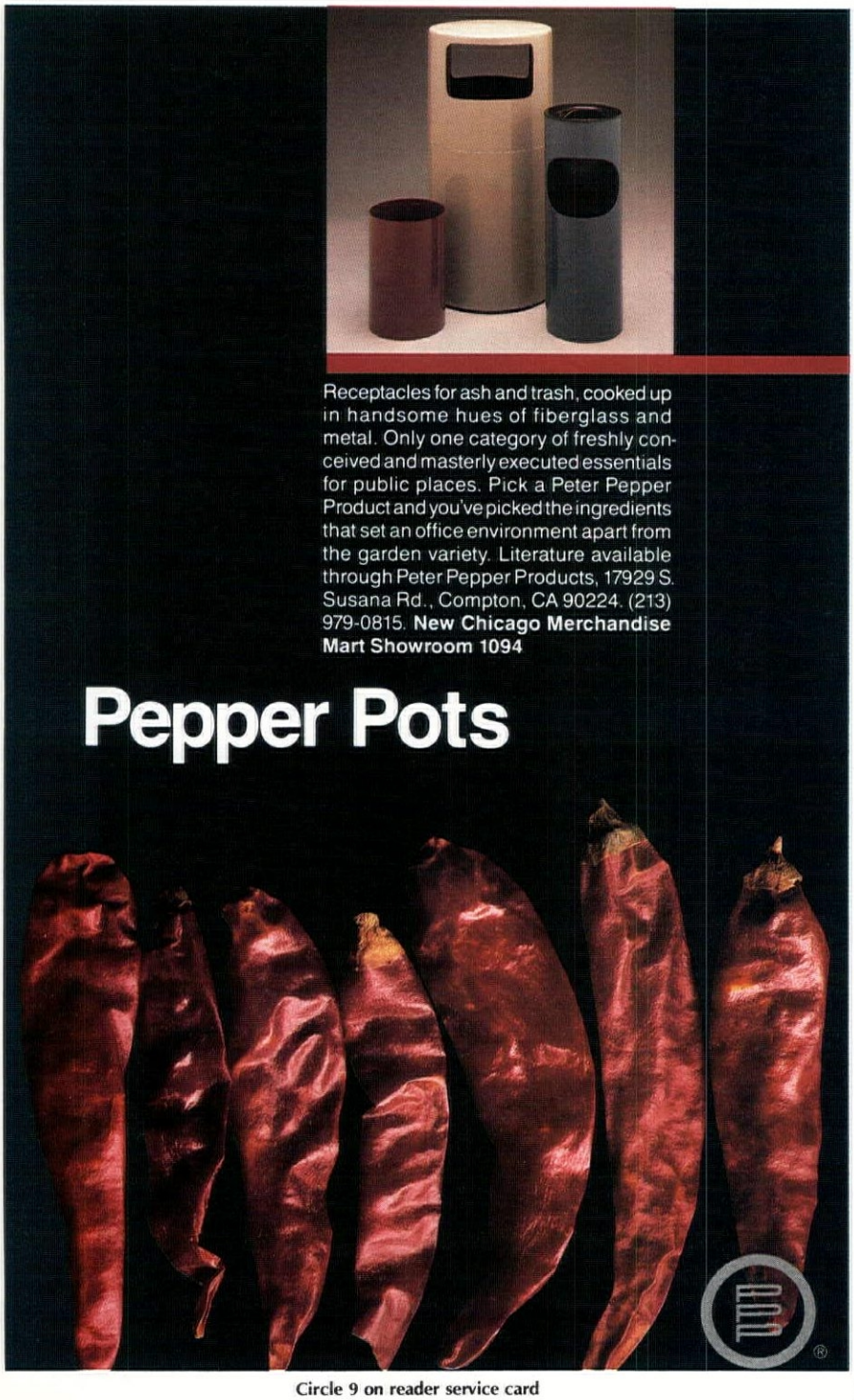
Dear Editor: Congratulations on your 1984 Directory issue—it is truly informative as well as beautiful. You might like to make a note to include the American Consulting Engineer's Council (ACEC) in your "Associations" listing next year. A number of our members engage in the practice of interior design and space planning.

ACEC is headquartered in Washington, D.C., and is a national federation of 51 state and regional member organizations, representing some 4,000 private-practice consulting engineering firms nationwide.

Please don't hesitate to call on us if we can answer any questions you may have or provide you with additional information about our organization. We'd be happy to do so.

Again, congratulations on a very attractive publication!

ANDREA S. HEID
Assistant Director
Communications
American Consulting Engineers Council
Washington, D.C.



Circle 9 on reader service card

IBD awards encourage good design

Dear Editor: I would like to take this opportunity to thank CONTRACT and the Institute of Business Designers (IBD) for making the IBD/CONTRACT Product Design Awards Competition possible.

It is because of this program that new, important products can be exposed and promoted in an impartial way. This knowledge can only encourage the design community to continue to create and produce better and more interesting products.

PATRICIA GREEN
President
Groundworks
New York

VDU coverage beneficial

Dear Editor: The principal of our firm was quite impressed with the article titled, "Reflective Light Sources Must be Controlled for VDU Installations" in March's issue of CONTRACT.

JEANNE BIRD
Eugene Lew + Associates
San Francisco, CA

CONTRACT squares cube reference

Dear Editor: Your article on the L'Ermitage Hotels in the April 1984 issue refers to their Le Mondrian hotel as "faithful to the style of cubist Piet Mondrian." Piet Mondrian was a leading member of the De Stijl movement in art and architecture and was not a cubist. Cubism and De Stijl were concurrent, though theoretically dissimilar movements.

MICHEL B. DETURCK, AIA
Spillman Farmer Kirkpatrick
Reading, PA

FIDER trustees say thanks

Dear Editor: The Trustees and I truly appreciate the excellent coverage you gave us in your April issue. Your interest and continued support of our work is much valued by FIDER.

EDNA V. KANE
Director of Administration
Fdn. for Interior Design Education Research
New York

Errata

ARTeam, Boston, was inadvertently listed as "Art Team" in CONTRACT's February 1984 article on the Sheraton Boston's Boylston Park Cafe. The firm supplied art work for the entire installation, not accessories.

A Carnegie fabric appearing in April 1984 CONTRACT, page 138, was incorrectly identified as a Design Tex fabric. Listed description actually is of the Carnegie introduction.

The Bentley hospitality line should have been credited to Timberline Inc., not Rose Johnson (page 126), April issue. High-density mobile filing/storage systems from Spacesaver should have been shown on the chart for mobile filing, March, page 125.

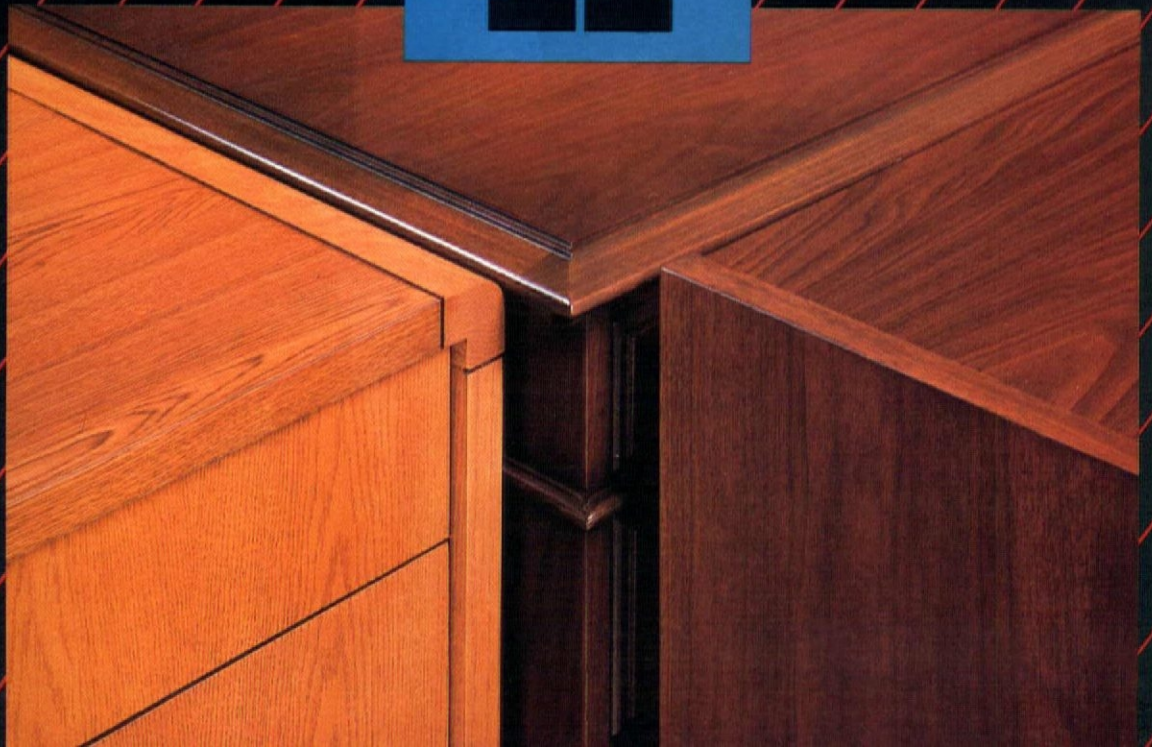


HESCO II. A WHOLE NEW DIMENSION.

Hesco II, quality mid-priced office furniture to complement Hesco's top-of-the line casegoods. See it along with the other fine Hesco lines at Neocon. ***Merchandise Mart showroom #968.***

Circle 10 on reader service card

Hesco Industries, Inc. P.O. Box 7 Charlestown, IN 47111
1-800-457-6457, 812-256-3323



The tradition continues.



Business Accessories Inc., combines
traditional detailing with an effective solution
to the needs of office communications.

Business Accessories Inc.

Cambridge (519) 622-2222 Amherst (416) 453-0136 Chicago (312) 661-1799 Toronto (416) 364-4340

Circle 11 on reader service card

Introducing upholstery and panel fabrics of Herculon Nouvelle,™ The Contract Fiber.

Welcome to the upscale, contemporary, and completely coordinating upholstery and panel fabrics of Herculon Nouvelle. Each made for the other, and both made to cover the very best design elements of today's contract office systems—from the smallest work station to the most distinguished executive suite. With a wide range of innovative colors and textures that perfectly complement the contract carpets of Herculon Nouvelle. And with a proven durability that will preserve your imaginative designs for years to come.

So before you tackle your next design challenge, take a look at the brilliant new fabric options from Herculon Nouvelle. Then specify it by name. Because there are no substitutes for "The Contract Fiber."

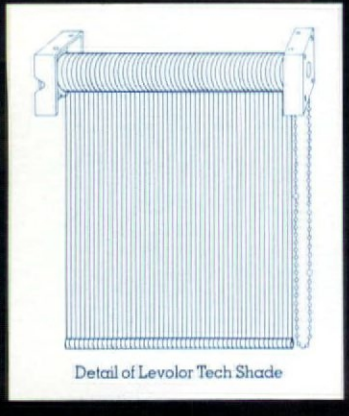
HERCULON™ Nouvelle™
The Contract Fiber.



HERCULES

3169 Holcomb Bridge Road
Norcross, GA 30071
1-800-241-8965

Circle 12 on reader service card



Detail of Levolor Tech Shade

Soften the hard realities of sunlight. Introducing Tech Shade by Levolor.

Tech Shades not only provide your interiors with a soft, decorative look, they also allow for an uninterrupted view of the exterior. These woven see-thru shades, available in a choice of densities, accommodate variations in exposure to sunlight. A unique design is employed to assure visual continuity when different densities are used on different sides of the building. And solar shading and glare control capabilities are virtually unmatched. The durable all-Celcon, color-matched operating mechanism is designed for quiet performance. Control tension is adjustable. Tech Shades are offered in an attractive color range. Custom colors and weaves are available on special order. For a product catalogue, write Tech Shade, Architectural Resource Group, Levolor Lorentzen, Inc., 1280 Wall Street West, Lyndhurst, NJ 07071. In Canada, 55 Jutland Road, Toronto, Ontario M8Z2G6.

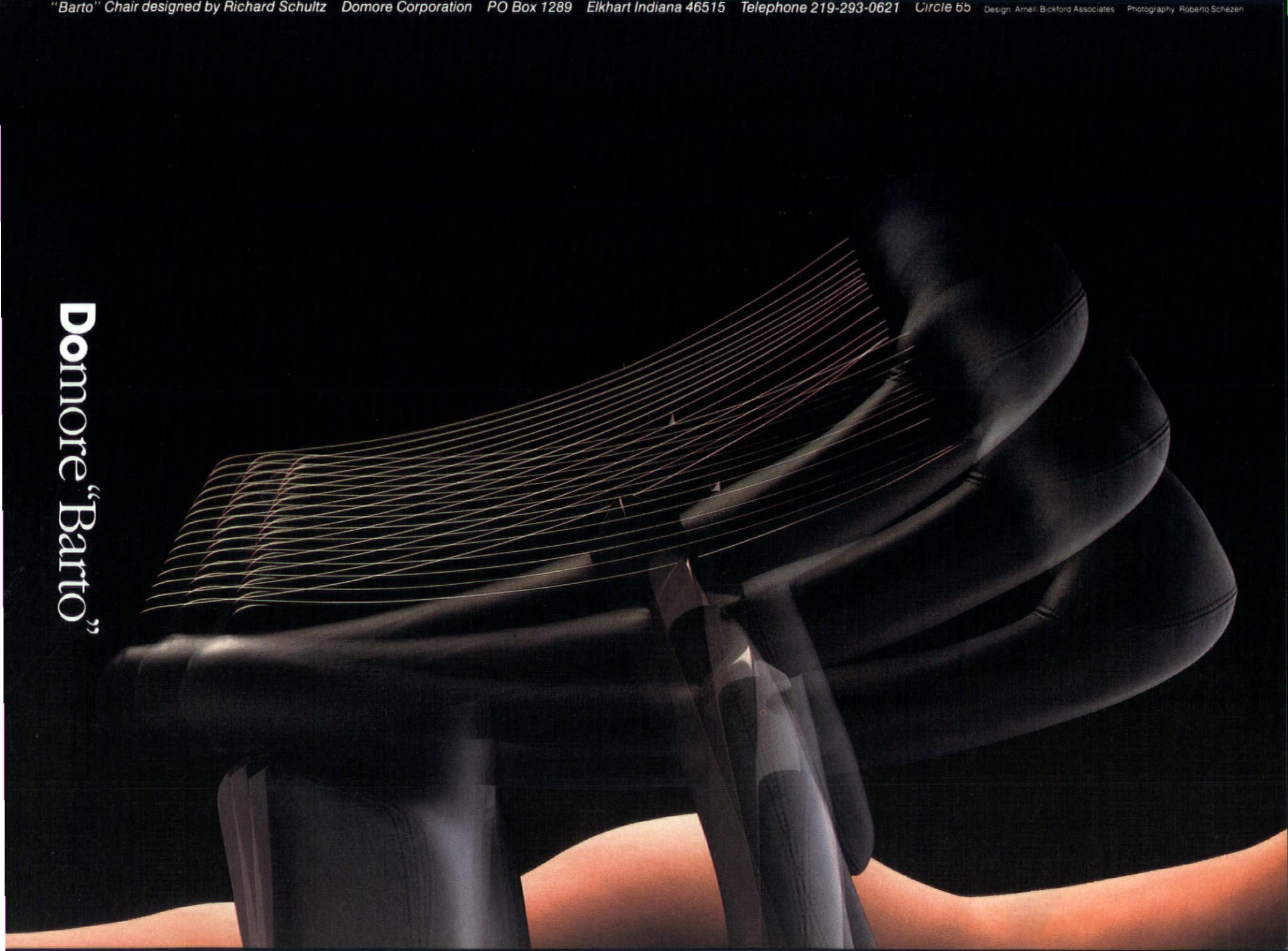
LEVOLOR®
Architectural Resource Group

Philip Morris Inc. World Headquarters, N.Y.C.
Product pictured above is now manufactured by Levolor Lorentzen, Inc.

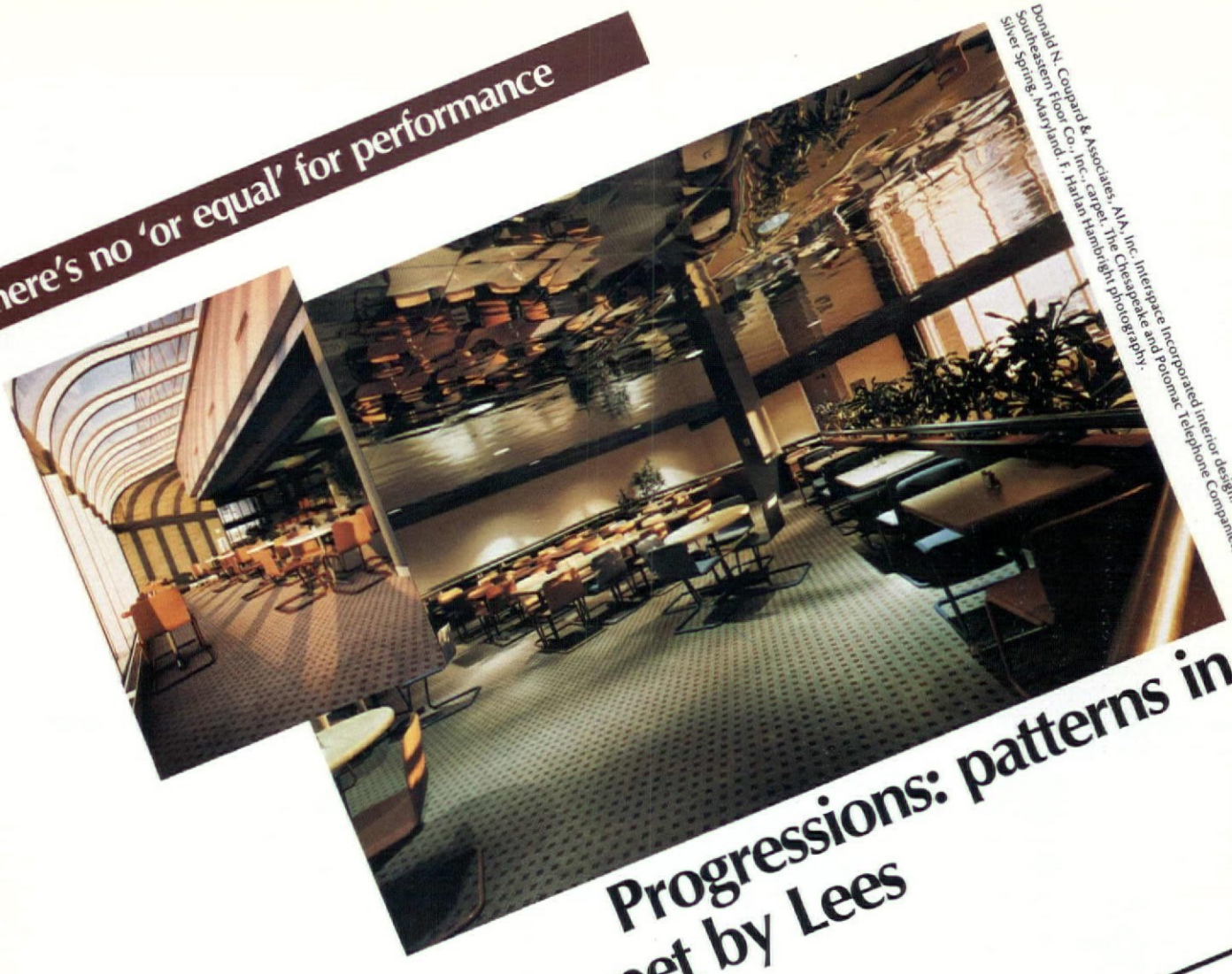
© 1984 Levolor Lorentzen, Inc.

Circle 13 on reader service card

"Barto" Chair designed by Richard Schultz Domore Corporation PO Box 1289 Elkhart Indiana 46515 Telephone 219-293-0621 Circle 65 Design: Arnell Bickford Associates Photography: Roberto Schezen

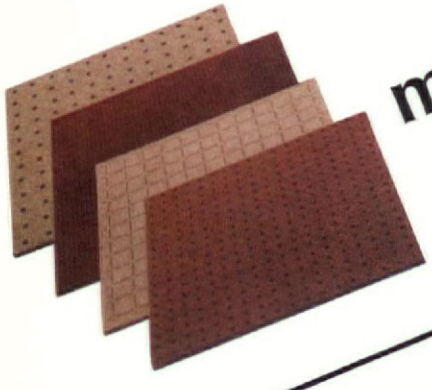


There's no 'or equal' for performance



Donald N. Coupard & Associates, AIA, Inc. Interspace Incorporated interior design. Southeastern Floor Co., Inc., carpet. The Chesapeake and Potomac Telephone Companies, Silver Spring, Maryland. F. Harlan Hambright photography.

Progressions: patterns in modular carpet by Lees



For its architecturally stunning new headquarters, the Chesapeake and Potomac Telephone Companies found the optimum combination of esthetics, comfort, and performance in a modular carpet system by Lees.

Progressions. A series of carpet tile constructions is offered in a virtually endless selection of colors and patterns. Custom capability is without equal. All modular systems have broadloom coordinates.

Flexibility. Tiles laid over raised floor lift free for quick, easy access to power, telephone, and computer cable. Lees modular carpets are also compatible with all flat wire distribution systems.

Appearance. Dense construction and tailored frieze texture make a durable wear surface. Antron® nylon yarn by DuPont is dirt-resistant and static-protected. Superior appearance retention reduces maintenance costs.

Guaranteed. Lees backs the system with a comprehensive warranty. No manufacturer of carpet tile goes so far to guarantee performance satisfaction.

Call toll-free. For illustrated brochure, test data, specification information, call 800/523-5647. From within Pennsylvania call collect 215/666-9426.



Lees. The Contract Carpet Company.

Live the life of Lees at work and at home.

LEES carpets

Made better by Burlington
King of Prussia, PA 19406

©1984 Burlington Industries, Inc.

Circle 14 on reader service card

CALICON 2 plans major symposium on "The Art & Science of Interior Design"

San Francisco—A major symposium on "The Art & Science of Interior Design," as well as complementary in-showroom workshops and demonstrations, have been planned for CALICON 2, the Western Merchandise Mart's (WMM) second annual California Contract Show of floorcoverings and commercial furnishings. The event is scheduled for July 25-27.

An address on "The Art & Future of Interior Design" will kick off the show during a breakfast, Wednesday, July 25. The presentation considers interior design in an historical context and evaluates the artistic and technological significance of current directions in commercial design.

An afternoon panel focuses on problems and solutions associated with existing historic buildings during "Restoration: Re-use and Preservation."

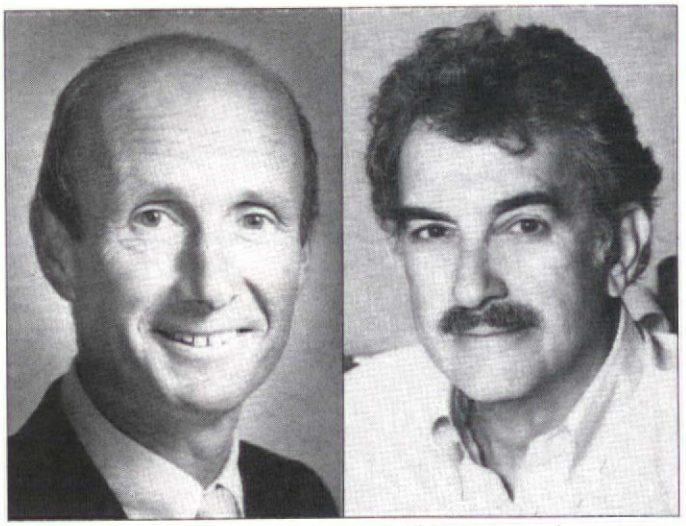
Pat Lyons, managing editor, *Facilities Design & Management*, will lead a panel in a discussion of lighting and energy systems for the electronic office on Thursday, July 26.

Panel discusses business

Other topics to be discussed during the three-day event include business aspects of design covered from the point of view of the developer, architect, and interior designer; responsibilities of public space designers, with emphasis on hotel and healthcare facilities; and the need to provide access for disabled persons to public facilities as required by California State Access Codes.

All programs will be held in the Mart Exchange, ninth floor, Mart 1.

In addition to the major panels, various in-showroom workshops will brief attendees on current problems and solutions in design and specification, and will offer on-the-spot consultations with experts.



Herbert P. McLaughlin (left), Kaplan/McLaughlin/Diaz, speaks on restoration during CALICON 2, July 25–27, San Francisco. Howard Hirsch (right), Hirsch/Bedner & Assoc., shares in a discussion of design in public places.

Showrooms plan updates

Many of the showrooms are also planning updates and demonstrations of some of the newest product lines available to commercial designers. In-showroom events have been scheduled on a repeat basis throughout the show; among those participating will be Milliken, Allied Fibers & Plastics, Emser International, and V & L Incorporated.

In addition to the educational side of the event, a gala cocktail party sponsored by Allied Fibers & Plastics will be one of many complimentary social functions scheduled and will be held on the opening evening of CALICON 2.

Show administration is assisted by a 25-member advisory board comprised of manufacturers, facilities managers, designers, and architects.

Hotel rooms available

In conjunction with Travel Planners Inc., WMM has been able to make available a block of rooms at several of the city's bed-and-breakfast hotels which are noted for their distinctive architecture. Participating hotels include Petit Auberge, built in 1908 and recently restored and refurbished with French country antiques, and Hotel Louise, where guests are taken up to their rooms in a cage elevator.

Prices for the packages range from $65 to $105 per night. CALICON attendees are urged to take advantage of the space by booking reservations early. Hotel space in the city will be tight during July due to the Democratic National Convention and the summer Olympic Games in Los Angeles.

Travel information may be obtained from Travel Planners Inc. at 800/221·3531; show information is available from WMM, 415/552·2311.

Office tower, Chinese hotel receive 1984 AIA Honor Awards

Washington, D.C.—A 35-story Chicago office tower and a 325-room hotel near Beijing, China, are among recent recipients of 1984 American Institute of Architects (AIA) Honor Awards.

Other winning projects include an art museum, sports arena, Art Deco restoration, Vietnam Veterans Memorial, and collegiate structure.

Associated architectural firms Kohn Pederson Fox and Perkins & Will created the 1 million-sq.-ft., 35-story Chicago office building on a triangular lot near the Chicago River. On its river side, the building presents a face of curved, reflective green glass and horizontal, stainless-steel mullions.

Beveled edges at the top of the building accentuate the curve and articulate the building's shaft and crown.

The base was differentiated from the rest of the tower through use of colorful stone patterns and large, round stainless-steel air grilles.

The design for Fragrant Hill Hotel near Beijing, China, I.M. Pei & Partners, architect, takes its theme and form from native

(Continued on p. 25)

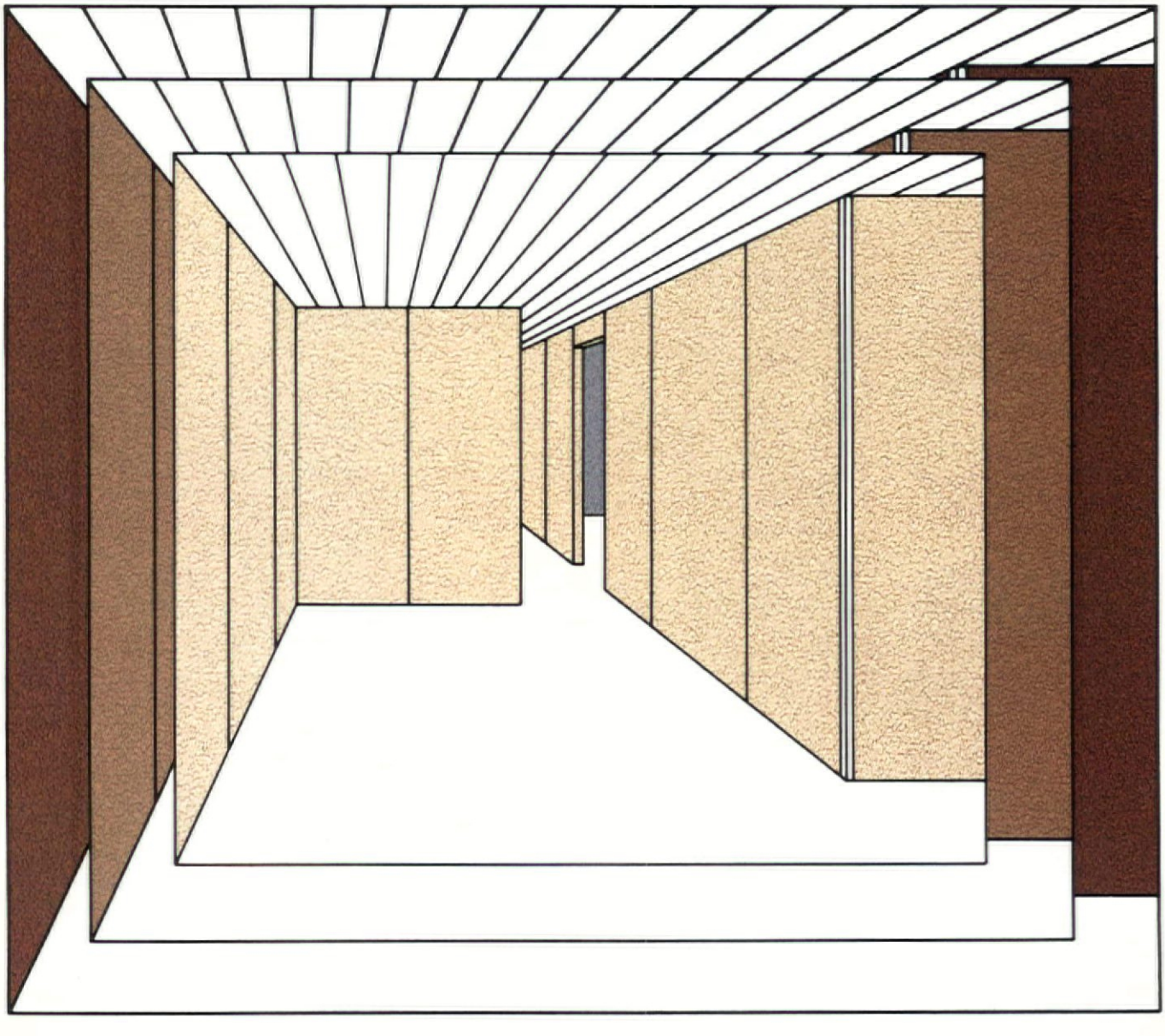
SPECIAL EFFECTS.

Borden decorative finishes let you truly create an interior environment. The widest choice of laminates and vinyl wallcoverings in the industry also lets you totally coordinate an interior, from floor to ceiling, wall to wall. Specify economical, durable Borden Type I, Type II fabric-backed or K-6 LT vinyl film laminates for demountable partitions and landscape wall system surfacing. Then unify your concept with matching Guard® vinyl wallcoverings on load-bearing walls and support columns; Borden vinyl K-2 laminates on other interior surfaces like enclosures, fascia, trim moldings.

We'll even help you coordinate or match our finishes with your source for wall system fabrication. And we offer a wide selection of custom decorating designs aside from the hundreds of colors and textures always available. Contact us soon. And we'll put your ideas into effect. Columbus Coated Fabrics, Division of Borden Chemical, Borden, Inc., Columbus, Ohio 43216. Phone: 614/225-6060.

BORDEN®

DECORATIVE FINISHES



Circle 15 on reader service card

TRANSITIONAL 9000



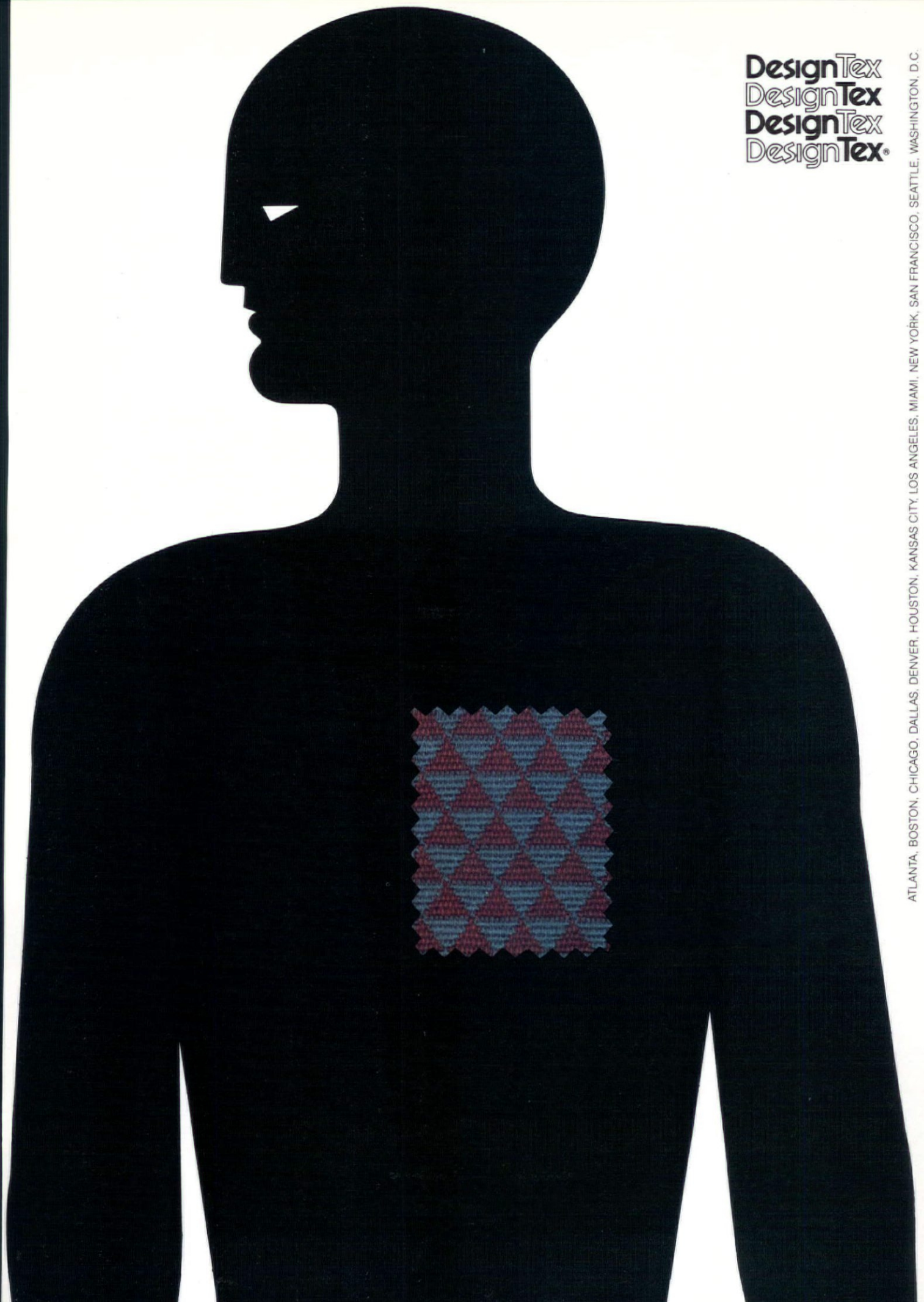
Circle 16 on reader service card

NO. 2 OF A SERIES

DesignTex fabrics. The heart of good design.

Du Pont
TEFLON®
soil & stain repeller

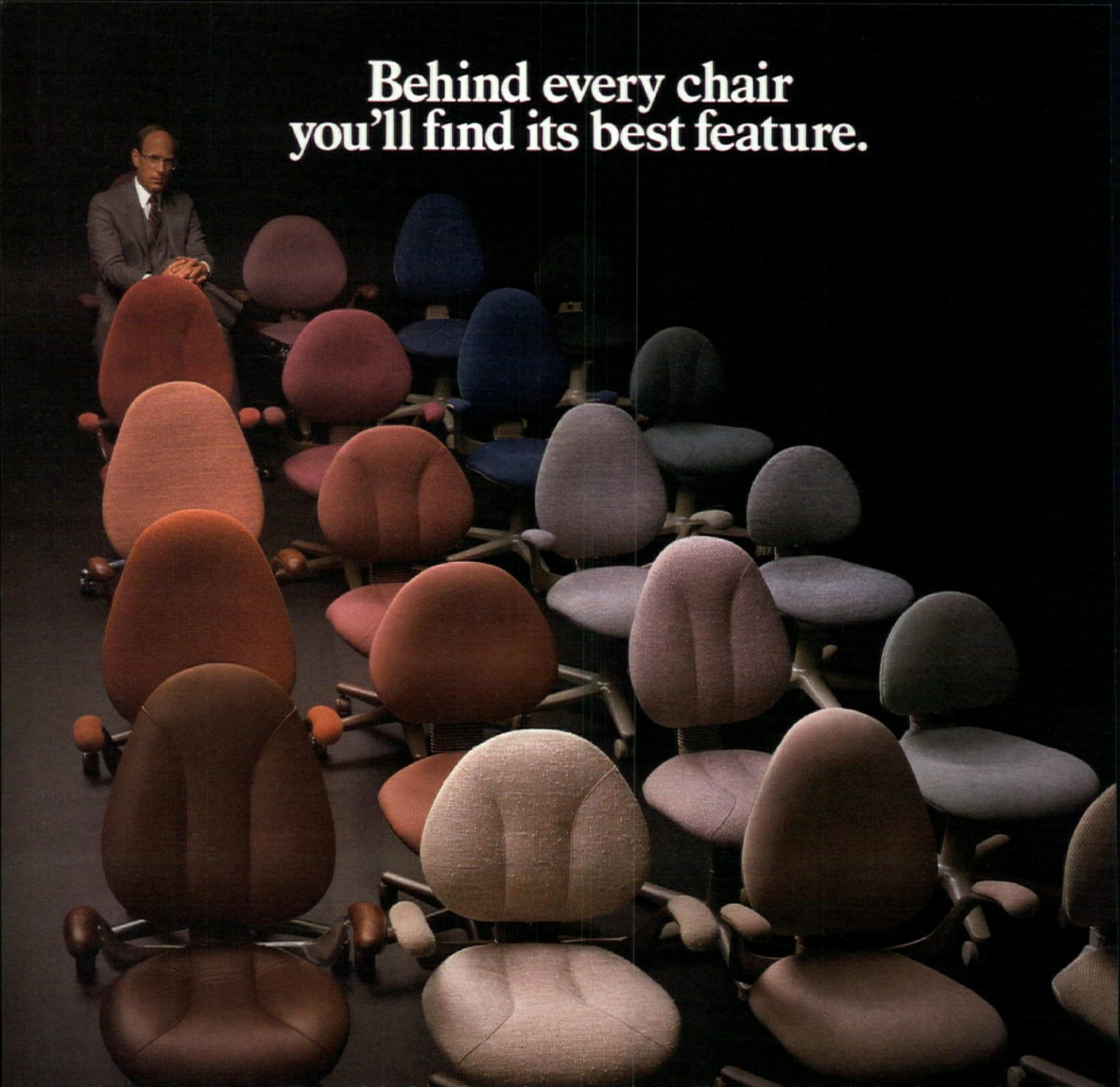
Circle 17 on reader service card



DesignTex
DesignTex
DesignTex
DesignTex®

ATLANTA, BOSTON, CHICAGO, DALLAS, DENVER, HOUSTON, KANSAS CITY, LOS ANGELES, MIAMI, NEW YORK, SAN FRANCISCO, SEATTLE, WASHINGTON, D.C.

Behind every chair you'll find its best feature.



SystemSeating by Haworth is deep in options and innovative tradition. As fundamentally versatile as the office interior systems that bear the Haworth name, SystemSeating can be tailored to every task and situation. Scaled for today's open office interior systems environment, engineered for the human anatomy, SystemSeating represents a broad, visually consistent seating offering with distinctive options in performance, construction and cost. All in a vast selection of colors, fabrics, textures and finishes that you can mix and match to meet any seating situation. All backed by one, good family name.



Send for the "SystemSeating Package" today: Haworth Inc., One Haworth Center, Holland, MI 49423 U.S.A.

HAWORTH

OFFICE INTERIOR SYSTEMS

Circle 18 on reader service card

Awards given

(Continued from p. 19)

cultures and contemporary architectural traditions.

Guest-room wings zigzag and form multiple open-and-closed spaces that are characteristic of local architecture. Built of stucco, stone, and tile, the hotel also features dramatic courtyards and gardens.

Atlanta's High Museum of Art, Richard Meier & Partners, architect, features an exterior of glass, granite, and white porcelain-enameled steel.

The interior features a ramped atrium space inspired by New York's Guggenheim Museum.

The bulk of the 15,000-seat Carver-Hawkeye Sports Arena, University of Iowa, CRS/Caudill Rowlett Scott, architect, was placed underground in the contours of a natural ravine.

The structure has a space-frame roof suspension system made of steel which allows the primary roof support to be kept on the exterior, saving interior space and reducing heating and ventilation costs.

Arena features skylight

Natural light enters the arena through a skylight above the main floor and through glass and glass-block walls of the ground-level concourse.

The Vietnam Veterans Memorial, Washington, D.C., designed by Maya Ying Lin and constructed under the supervision of Cooper-Lecky Partnership, is a reflective, black granite "V" imbedded in the earth. It is inscribed with the names of more than 58,000 Americans killed or missing in action during the war.

The memorial was previously awarded AIA's Henry Bacon Medal for excellence in memorial architecture.

A nine-member jury selected the winning projects from nearly 500 submissions. Jury members include: Gerald Horn, FAIA; Arne Bystrom, AIA; John J. Casbarian, AIA; Thomas M. Fabian, University of Illinois; E. Fay Jones, FAIA; John P. Locke, AIA; David Van Zanten, Northwestern University; Rochelle Vitone, AIA; and Harry Wolf, FAIA.

All awards were presented during AIA's 1984 National Convention in Phoenix.



CONTRACT addresses trends

Seattle—*Roberta Walton (r.), managing editor, CONTRACT, discussed growth of the contract industry and the influence of office automation during "Presentations Northwest '84," Design Center Northwest. Also attending the conference are (l. to r.) Anne Fisher, IBD, and Rob Davis, IBD.*

designed for laughter®

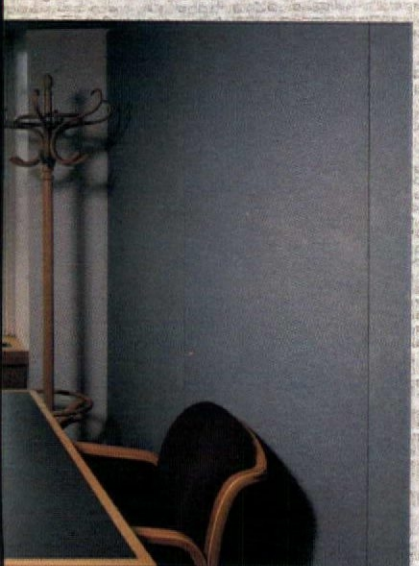
by Michael Saphier

FOR CONTRACT MAGAZINE



"One thing more—when preparing your bids, remember this is a 26,000-sq.-ft. commercial building, and not a battleship. Don't count on any cost overruns or any orders for replacement parts."

Quiet...



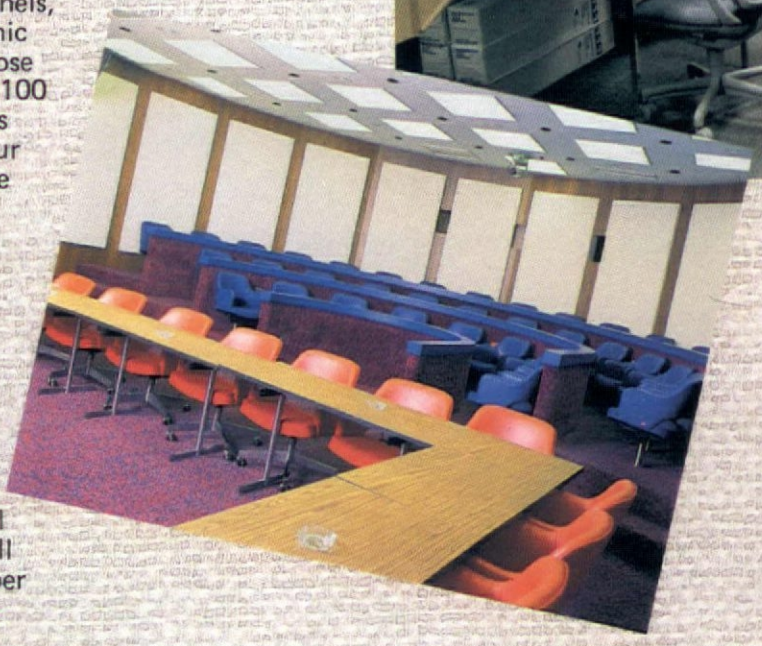


With the advent of the electronic age and increasing popularity of open office spaces, sound control has become a fundamental design consideration.

Vicracoustic foresaw this trend fifteen years ago, and has led the acoustical treatment industry ever since. With over ten easy-to-install acoustical panel types to choose from, we offer more design flexibility than enyone else. Included are lightweight panels, ceiling baffles and monolithic systems. And, you can choose from over 1700 colors and 100 textures of Vicrtex vinyl, as well as the softer look of our fabric finishes to coordinate with walls and systems furniture. Or we'll work with COM; Vicracoustic allows maximum noise control without compromising good looks.

When it comes to service, the shortest distance beween your ideas and a successful installation is personal and professional attention. That's why you'll work directly with a member of our trained Vicracoustic sales force.







Call your Vicracoustic representative for your next acoustical treatment task. More than peace and quiet, you'll also get peace of mind.

Write for more information.

by **VICRACOUSTIC**
Quiet interiors for a noisy world

L.E. CARPENTER
AND COMPANY A DAYCO COMPANY

170 North Main Street, Wharton, NJ 07885
(201) 366-2020. Toll-free (800) 523-6671
except in Pennsylvania, call collect
(215) 736-9191.

DISTRIBUTED BY: VICRTEX DIVISIONS New York, Atlanta, Chicago, Dallas, Los Angeles, San Francisco, Boston, Minneapolis, Toronto HOWELLS, Salt Lake City, PAUL RASMUSSEN, Honolulu; WALLCOVERINGS NORTH, Anchorage; WALL DECOR, San Juan; TEKTURA, London.

© L.E. CARPENTER AND COMPANY, 1984

Circle 19 on reader service card


Photographer: Mark Ross
MOBIUS
Consummate seating for commercial needs. This imported chair collection incorporates design, price, immediate availability and flexibility. Frames are chrome or baked enamel finished in colors; seats and backs are leather slings in complementary or contrasting colors, easily changed on-site. Offered in conference/pull-up, small scaled executive and bar stool versions. Custom options available.
Cy Mann Designs LTD.
DECORATION & DESIGN BUILDING
Full-Color, 200-Page Catalog with Specifications—$25.00
979 THIRD AVENUE (at 58th St.) NEW YORK CITY 10022 • 212-758-6830
CHICAGO • DALLAS • DETROIT • HOUSTON • LOS ANGELES • MIAMI • SAN FRANCISCO • WASHINGTON, D.C.
Circle 41 on reader service card



Marquésa® Lana has style

The largest piece of art in the room — that's carpet made with Marquesa® Lana yarn by Amoco Fabrics. This is plush, sumptuous yarn of specially bulked fibers, radiant with color-fast beauty. Make a statement of pride, a commitment to enduring luxury. Specify the elegant investment in carpet yarns: Marquesa® Lana.

LOOK TO AMOCO

AMOCO

Amoco Fabrics Company
550 Interstate North Pkwy., Atlanta, GA 30309 404-955-0935
Amoco Fabrics Company makes fibers and yarn not finished carpet.

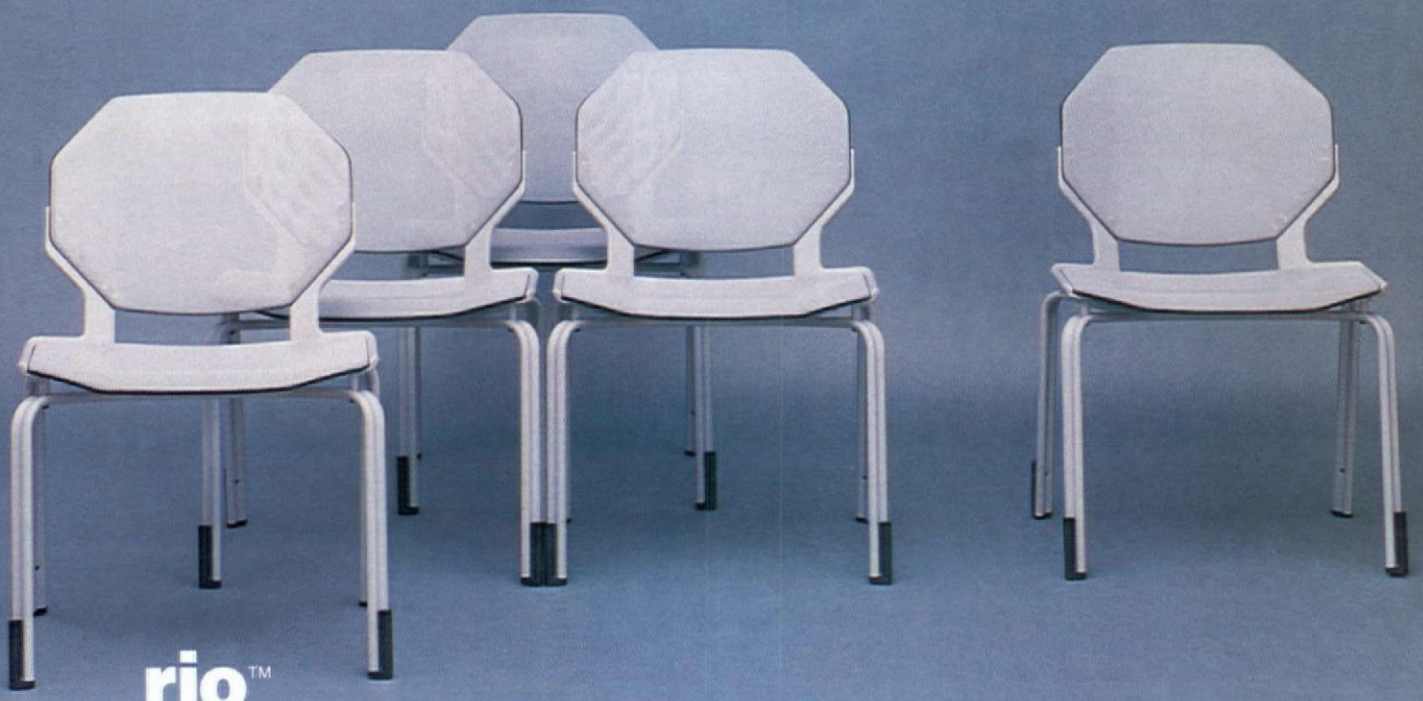
Marquesa® Lana is the registered trademark for bulked continuous filament olefin yarn produced by Amoco Fabrics Company

Circle 21 on reader service card

FIXTURES FURNITURE ART COLLECTION



LYNDA BENGLIS — *Aldebaran*, 1983
Bronze wire, zinc, copper, aluminum — 66x53x22
Gift of Fixtures Furniture
to the Nelson-Atkins Museum of Art, Kansas City, Missouri



rio™

Like the brilliant sculpture, *Aldebaran* . . . the unique octagonal design of **rio** is captivating; its shape, dramatic! It combines warm woods, sparkling metals, vivid colors and rich fabrics in a functional and versatile seating system. Like *Aldebaran* . . . **rio** is no ordinary work of art!

FIXTURES FURNITURE

1642 Crystal, P.O. Box 6346, Kansas City, MO 64126-2825, 800/821-3500 • 816/241-4500, Telex: 434218 Fixtures KSC

Aldebaran art folders and **rio** presentation portfolios are available in our Showroom 10-160 during NEOCON 16, or write us.

Summer carpet show features int'l products

Atlanta—More than 300 exhibitors representing domestic and foreign floorcovering manufacturers will display their products during the International Carpet and Rug Market (ICRM). The market is to be held July 14-18 at the Atlanta Market Center (AMC).

A first-time continental ICRM exhibitor includes Belgium's high-end mill, Louis de Poortere. Other international representatives include Egypt and Saudi Arabia.

Berbers highlight the show, as well as an array of handmade and machine-made rugs from around the world. New introductions include handmade suede rugs from Portugal.

A planned temporary exhibit features various product accessories and services, including display materials, machinery, computer systems, and installation supplies. The international and accessory displays will be housed in a newly renovated second-floor exhibit hall in the Merchandise Mart.



The Netherlands Carpet Exporting Group, a subdivision of the Netherlands Carpet Manufacturers Association, will exhibit products from 15 companies during the International Carpet & Rug Market, July 14-18, Atlanta Market Center. The group is showing for the second time at the market.

Free seminars offered

Another feature of the show will be a series of seminars offered by the Retail Floorcovering Institute on new approaches to floorcovering profitability through advertising, sales, merchandising, personnel, and computerization.

A pre-market seminar on Friday, July 13, sponsored by Allied Fibers and presented by Dr. Albert Bates, offers an in-depth, nuts-and-bolts look at successful business methods and "super" promotional and sales techniques.

Chas Sydney, AMC's floorcovering marketing and show manager, anticipates attendance from more than 30 countries around the world.

"They will be able to see the total diversity of distinctly American products, materials, and technical advances," he says. "In addition, they'll have the opportunity to learn through educational sessions successful new ways of doing business American-style."

Co-sponsored by the Carpet and Rug Institute and AMC, ICRM has tripled in size since its premiere during the 1980 Atlanta summer market.

For more information on the show call Pat Adams at 404/658-5603. For travel information call 800/241-6760; in Georgia, 800/282-8536. Hotel information can be obtained by calling 800/241-6405; in Georgia, 800/282-0456.

U.S. Gov't defines 'interior design'

New York—In a landmark decision, the U.S. Department of Personnel Management has formally adopted the National Council for Interior Design Qualification (NCIDQ) definition of "interior design."

According to NCIDQ chairman Louis Tregre, FASID, the definition will help eliminate differences which exist among some states and provide a uniform nationwide standard.

The following is the official definition:

"The professional interior designer is a person qualified by education, experience, and examination who:

1. identifies, researches, and creatively solves problems pertaining to the function and quality of the interior environment;

2. performs services relative to interior spaces, including programming, design analysis, space planning and esthetics, using specialized knowledge of interior construction, building systems and components, building codes, equipment, materials, furnishings, etc.;

3. prepares drawings and documents relative to the design of interior spaces in order to enhance and protect the health, safety, and welfare of the public."



ASID elects new officers

Dallas—*Members of the ASID 1984 Texas Chapter Industry Foundation Committee which gathered recently at Interior Expo are: (l. to. r.) Jay Henderson, co-chairman; JoAnn Landry, treasurer; Colleen Flickinger, secretary; Bob Theodore, membership chairman; Wes Byrd, co-chairman; and Thomas Battles, past co-chairman.*

IDCNY appoints consultants

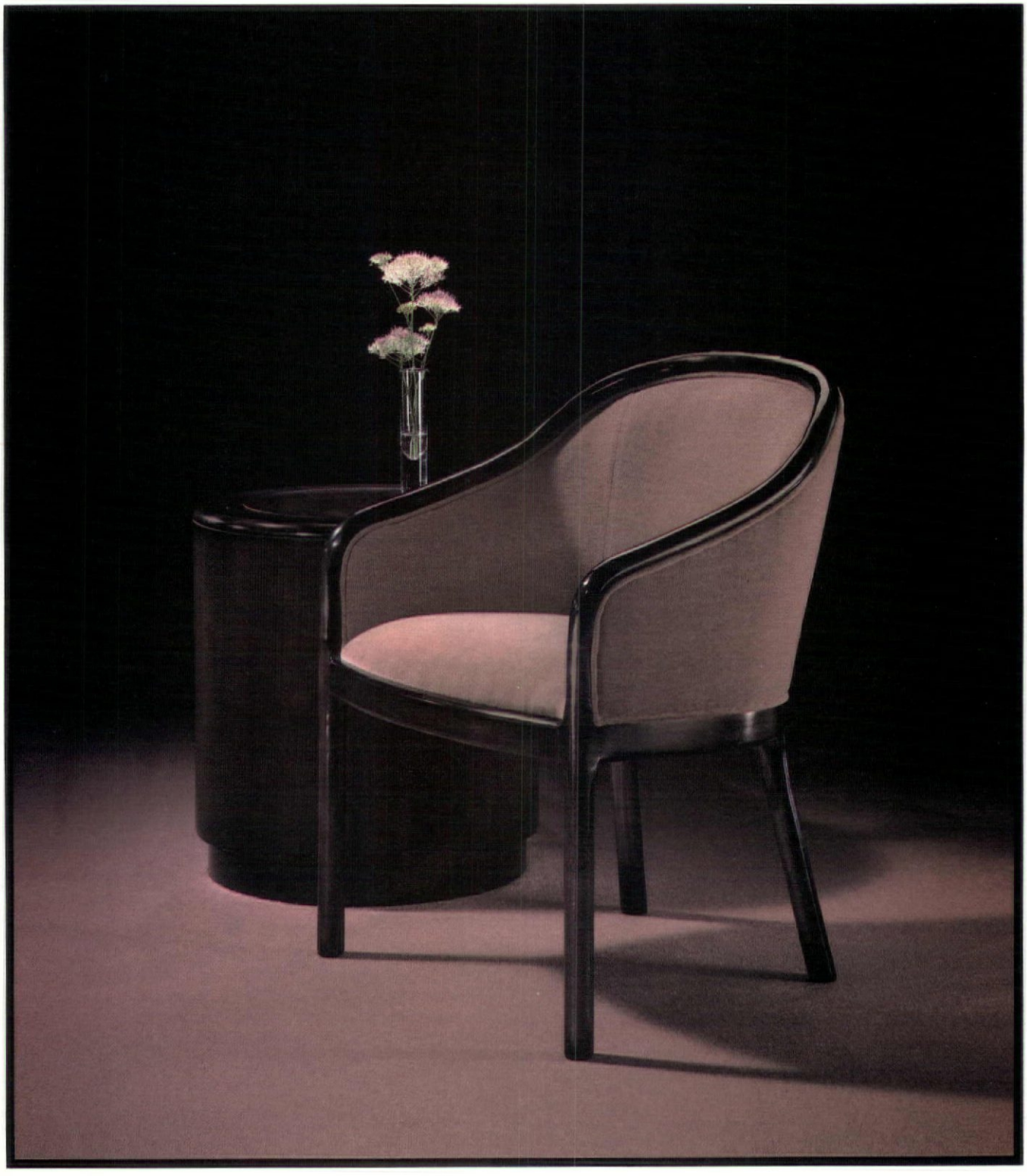
New York—Edward S. Gordon (ESG) Company has been retained as special leasing consultant by the International Design Center, New York (IDCNY). The firm will work closely with IDCNY to market and lease showrooms to the interior furnishings industry.

ESG, two-time recipient of "The Most Ingenious Deal of the Year" award from the Real Estate Board of New York, is one of that state's largest commercial real estate firms.

Scheduled to open in late 1985, IDCNY is located on 10 acres in Long Island City. Phase I of IDCNY consists of two buildings which offer one million sq. ft. of showroom space. Charter tenants include Atelier International, and Brickel Associates.

Bernhardt

Furniture Makers Since 1889



The sculpture and softness of contemporary design
are blended by Bernhardt for the corporate environment in this classic chair
and pedestal table. There are numerous other options available from Bernhardt, the total
resource for contemporary and traditional corporate furnishings. Bernhardt Contract, Dept. C-14, Box 740,
Lenoir, NC 28645 (704) 758-9811. Showroom: Merchandise Mart, Space 840, Chicago, Illinois 60654

Contract Division

Circle 22 on reader service card

Circle 23 on reader service card ⟶

TO CLOSE THE SALE OPEN THE DRAWER

When customers open these drawers this furniture literally sells itself. The drawers move with the smoothness and silence of a ride in an ultra-expensive luxury car. The reason is the ACCURIDE® slides that suspend the drawers.

Furniture buyers physically experience a sudden and irresistible impression of over-all quality. And it carries through to the entire piece of furniture regardless of price.

The effect is exclusive. No other slides, (even those that use a "copycat" design), come even close to the ACCURIDE fine movement. And there's no way any other slide ever will.

To discover why (and to get a free sample of the ACCURIDE slide movement), turn the page.

Accuride



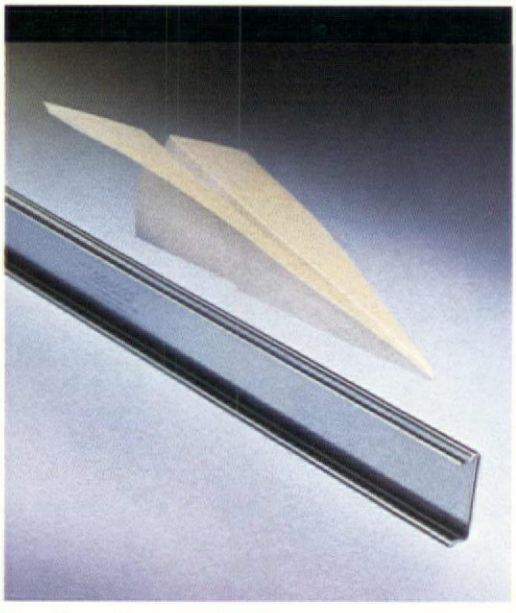
Photographed at Seal Furniture & Systems Inc. Showroom, Long Beach, CA

WHY ACCURIDE® IS SUPERIOR TO EVERY OTHER SLIDE IN THE WORLD

Paper airplanes and molecular "memories"

Above all else, a slide should do one thing well. Slide.

But—at least compared to ACCURIDE—ordinary slides don't. They can't. They're made by roll-forming sheet metal. That means they're bent progressively—much the same way you crease a piece of paper with your thumbnail.



Roll-forming is a reliable process, but not particularly precise. The metal—like the creased paper—"remembers" its original shape. After it's formed it still "wants" to move, unevenly, back in the direction it came from.

Those tiny dimensional variations in the slide raceway don't mean anything as long as the slide is at rest. But when motion is applied they're physically amplified a thousandfold: they become a rough ride. (Most paper airplanes look pretty good standing still. But no matter how carefully they're folded they usually don't fly very straight.)

"Surprising" the steel into a precision movement

The ACCURIDE slide member is created in a very different way: Immense forces in a precision die in an explosive fraction of a second form the entire length of the race simultaneously. The steel "forgets" its original shape literally instantaneously. The close-tolerance ball raceways formed this way, with their extraordinary straightness and parallelism, produce the smoothness and silence of the famous ACCURIDE fine movement.

Custom designs at off-the-shelf prices

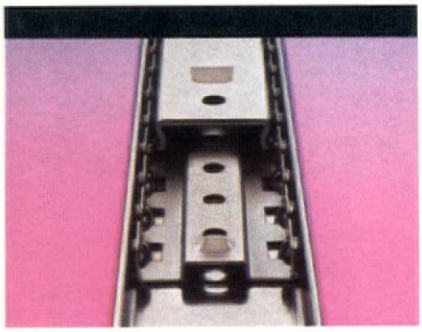
More than 10,000 ACCURIDE custom designs are now in use in fine furniture and file drawers, computer keyboards, disc drives, photocopiers, shipboard electronic enclosures and microfilm readers.



Accuride®

Each one originated with the ACCURIDE Applications Engineering Group, unique in the industry. Engineers, designers and technicians (14 in the U.S. alone), look at travel, inertia and momentum. They look at locks and stops, disconnect requirements and shock and vibration. They look at chemical environments and surface finishes, ease of installation and retrofit, and even tilt mechanisms, X-Y movements and interlocks.

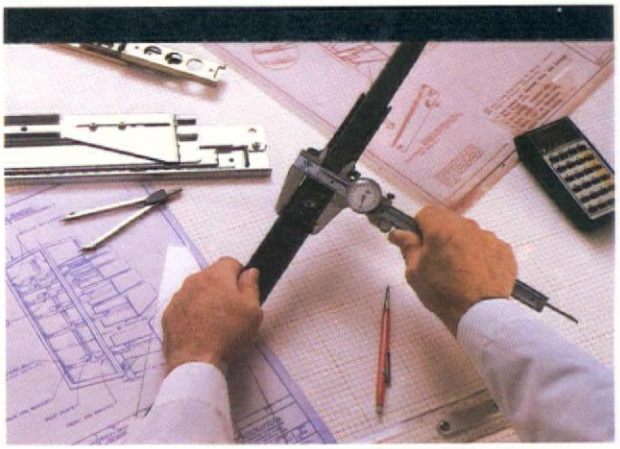
They design a slide that meets the customer's performance specifications exactly. The cost is often lower than an off-the-shelf standard.



Dozens of the world's largest and most demanding companies put ACCURIDE through exhaustive tests on a regular basis

Tests such as vendor performance analyses, value engineering studies and quality audits:

- Is the quality level high and consistent?
- Are delivery promises kept every time?
- Are lead times reasonable and predictable?
- Are prices stable and equitable?
- Are the manufacturing processes under control?
- Can they respond in an emergency?



Year after year, the answers are all "yes." The result? 100% of their business for another year. That's right — 100%. Despite the plentiful availability of other slides — over 95% of ACCURIDE customers choose freely to place 100% of their requirements with ACCURIDE. ►



ACCURIDE CONTROLS VIRTUALLY ALL THE ELEMENTS IN THE MANUFACTURING PROCESS

ACCURIDE buys only steel and some commonly available plating chemicals. Everything else, processes and components that, other slide manufacturers "job out," are done by ACCURIDE in-house:

- Cold rolling and steel slitting from the mill master coil.
- Manufacture of steel ball bearings.
- Plating bright zinc, black zinc, yellow chromate and the new "brass" look.
- Molding of plastic and elastomeric components.
- Design and manufacture of all production tooling and machinery.

ACCURIDE production facilities are worldwide. In addition to the North American plant at Santa Fe Springs, California, factories in England, West Germany and Japan serve the U.K., Europe and Asia, as well as the affiliates of U.S. multinational customers. Some customers maintain tooling at two ACCURIDE locations as a production backup.

Here's an offer that puts the proof into your own hands

Prove to yourself that ACCURIDE slides are superior to every other slide in the world. Just send a request on your company letterhead describing your interest in slides. ACCURIDE will send you an actual slide like the one shown here.

Because the action is so smooth and precise some people call it an "executive pacifier." But its serious purpose is to demonstrate the selling value of the ACCURIDE quality and movement in your product.



Accuride®

12311 Shoemaker Avenue
Santa Fe Springs, CA 90670
(213) 944-0921

® Accuride is a Registered Trademark.



How to provide exceptional power and communications capability to the open office.

It's easy with Panel Concepts. Our SYSTEM 2PLUS™ gives you 3-circuit, 6-wire power distribution. So you can energize up to 39 duplex receptacles, from a single power source (13 per circuit). And the third circuit may be isolated as a source of "clean" power for EDP equipment or individual circuit switching, or used with an emergency power source.

We also give you modular power components that let you have your power exactly where you need it. There's our award winning IMPAC system for base-level power. And our Midline system for convenient desktop-level power. Plus you can combine these two systems for bi-level power and communications distribution.

Finally you get our exceptional raceway capacity that can accommodate over twelve 25-pair communications cables—even with the power components in place.

Of course, with SYSTEM 2PLUS, you also get easy installation, complete retrofit capabilities, and delivery times that are half the industry average.

For more information on our SYSTEM 2PLUS power and communications capabilities, contact Panel Concepts, P.O. Box 25100, Santa Ana, CA 92799, (714) 979-3680. For expedited service call toll-free inside California: **(800) 422-2101.** Outside California: **(800) 854-6919.**

Visit us during NEOCON 16
Showroom 10-111

panel concepts, inc.
A SUBSIDIARY COMPANY OF STANDARD-PACIFIC CORP
We make it easy to do business.

™SYSTEM 2PLUS is a trademark of Panel Concepts, Inc.

Circle 24 on reader service card

Every successful executive material.

Offices that contain executive material are just what you need to be successful. And you'll find all of the executive material you'll need in carpets made from Herculon Nouvelle carpet yarns.

Herculon Nouvelle, with its contemporary styling and inherent static, stain and soil resistance turns your board rooms into exciting rooms and your halls into halls of fame.

Hotels trying to attract executive material need to project an executive image. And carpets made from Herculon Nouvelle do just that.

Herculon Nouvelle combines beauty with durability and fashion with function. It can help you turn any ordinary room into a room fit for executive material.





HERCULES

3169 Holcomb Bridge Rd.,
Norcross, GA 30071. 1-800-241-8965

Circle 25 on reader service card

business needs Herculon Nouvelle.

Banks value their executive material. And that makes them the perfect place for carpets made from Herculon Nouvelle carpet yarns.

Herculon Nouvelle gives banks all they expect from an outstanding contract carpet yarn, including a great price. In fact, there isn't a better value anywhere in the market.

Restaurants need more than good food to be successful. It takes atmosphere. That's where Herculon Nouvelle comes in. With a highly fashionable carpet that resists soil, stains, mold and mildew. Easy on the eyes; easy to clean, too.

So before you put just anything to work on the floor of your fine establishment, take a look at our executive material. And give your business a better footing with Herculon Nouvelle, The Contract Fiber.





HERCULON Nouvelle™
The Contract Fiber.

IBD adopts community outreach program

Chicago—The Chicago Regional Chapter of the Institute of Business Designers (IBD) has adopted a community outreach program to aid designers and end-users in planning automated workplaces.

The Primary Resource for Office and Business Environments (PROBE) program will be targeted towards the Chicago business community and is intended as an umbrella under which IBD will focus on a variety of individual projects.

Initial plans include a speakers' bureau to assist organizations in understanding effective integration of computers into work environments, and an ongoing internal computer-training program.

Other projects include coordination and approval of furniture for businesses with furniture manufacturer associations, and working with high school students.



Art exhibit celebrates New York

New York—"Brooklyn Bridge" by Robert Indiana was one of eight works displayed in *New York, New York*, a limited edition portfolio of serigraphs and lithographs at the Museum of the City of New York. Admiring the work are (l. to r.) Ernie Lawrence, executive vice-president, New York Graphic Society; Joseph V. Noble, director, Museum of the City of New York; and Henry Geldzahler, former commissioner of cultural affairs, New York.

Designers hear regulations on Boston fire code

Boston—Boston Fire Department (BFD) officials recently outlined fire prevention code regulations to members of the New England Chapter of the Institute of Business Designers (IBD).

A city ordinance passed in 1979 authorized the BFD to regulate building contents including furnishings and decorations. Revised in 1983, Article IX of the code regulates decorations, furnishings, drapes, upholstered furniture, wallcoverings, and floorcoverings. The code applies to all places of assembly.

Prior to installing materials to be used in contract or commercial projects, designers and specifiers are required to submit samples to the BFD for approval. Rates of ignition and measurement of smoke on materials are then calculated.

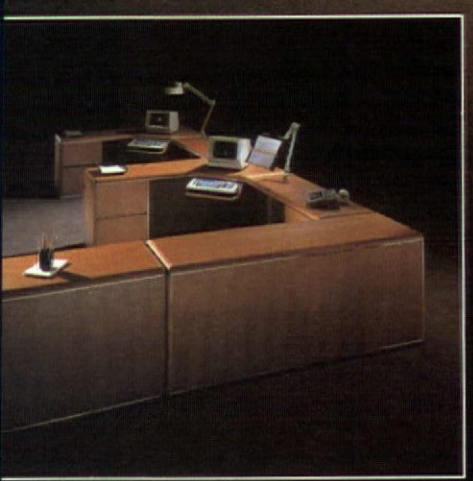
The Boston code authorizes the fire marshal to write fire prevention laws. "There are no policies involved, but we are willing to meet with groups to discuss their needs and compliance methods," says Deputy Chief John White.

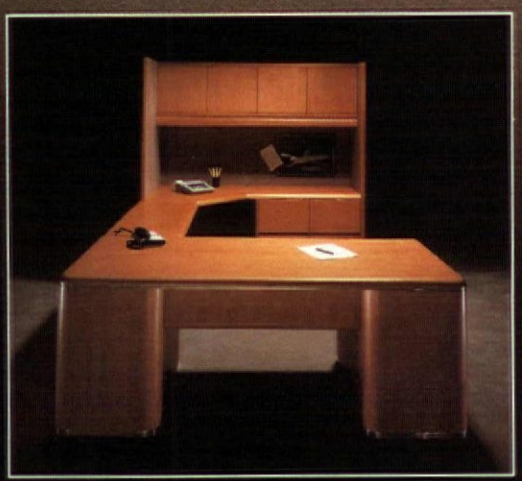


DAVIS

Woodtech 4000™

The innovative wood system for the fast changing office environment.





Innovation...the key word for Woodtech 4000™. Transitional design enhanced by the quality and warmth of wood. Yet, as functional in its applications as most other modular systems. The line contains over 80 units which will adapt to almost any office environment - from conventional all the way to an extensive modular *electrified* system for data processing.

DAVIS FURNITURE INDUSTRIES INC.
P.O. Box 2065, High Point, NC 27261
Phone (919) 889-2009

Designed by Robert Bernard Associates

Circle 27 on reader service card

"My goal was classic simplicity. This new seating achieves it in both wood and steel."



"It's rare for a design to lend itself to two different media. The key in this case is the unique design of the frame—the way it flows to take advantage of either the reflective quality of steel, or the natural beauty of wood. Seat and back are suspended within the framework to provide maximum comfort.

"Because of its fluid design and simple elegance, I see these chairs as being appropriate not only throughout offices, but in many other settings as well.

"I believe this new seating offers a lightness of scale, an economy of materials and a versatile new seating option."

See these new Snodgrass chairs at your Steelcase Regional Office or contact your Steelcase Representative.

For worldwide product, service or sales information, write Steelcase Inc., Grand Rapids, Michigan 49501. Or call toll-free 1-800-447-4700.

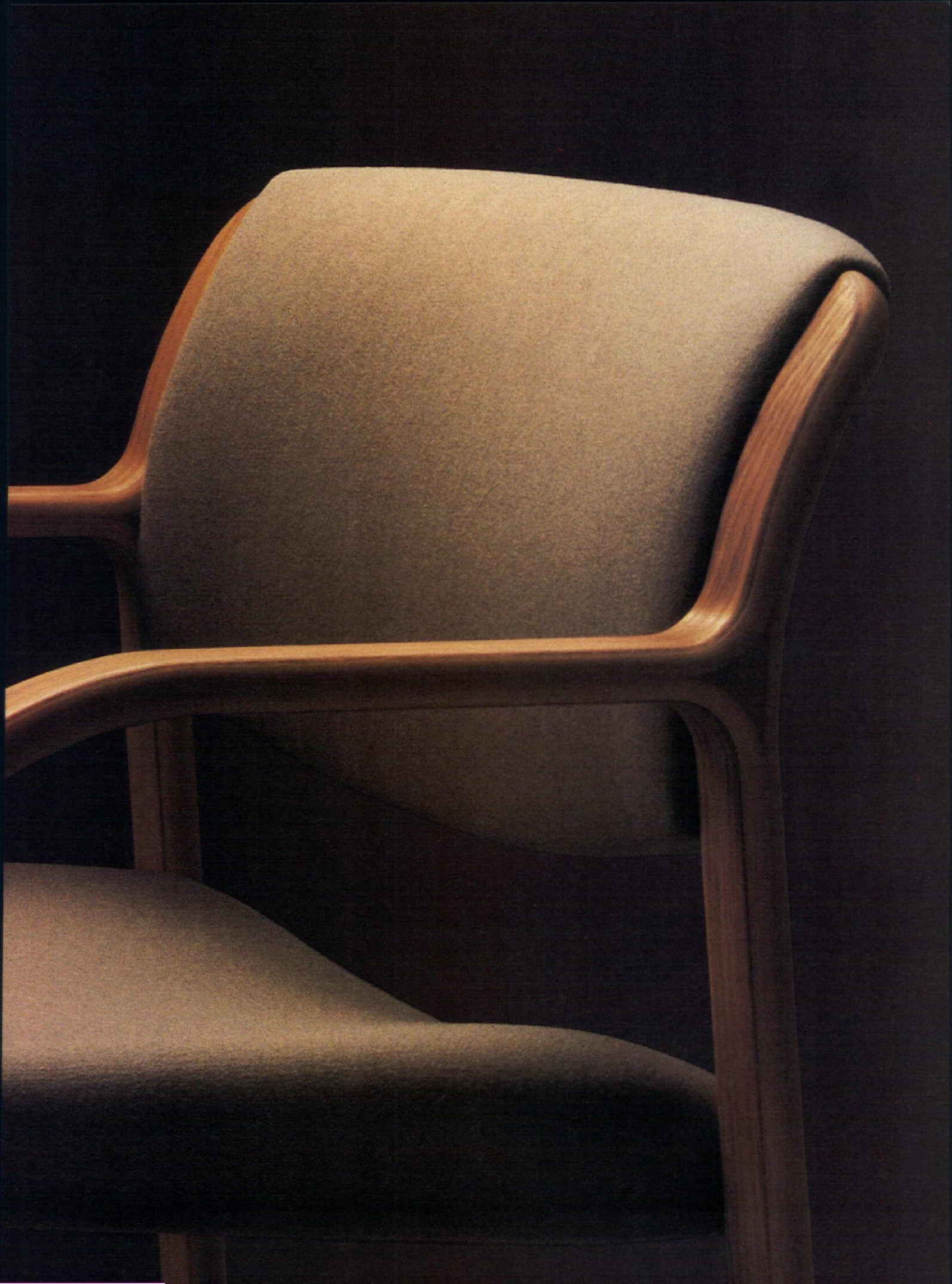
Circle 28 on reader service card

Warren H. Snodgrass



Steelcase

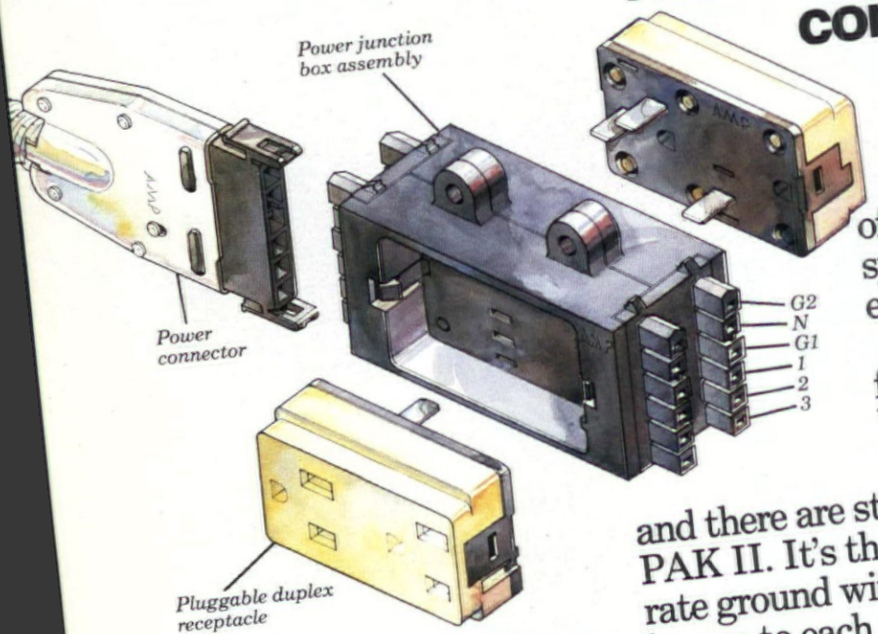
The Office Environment Company





AMP announces a

The AMP PANEL-PAK II six-wire computer power circuits



Recognized. File No. E28476

The more electrical and electronic equipment in an office, the more complex the problems of installing power, phone and data systems which won't interfere with each other.

The solution to data circuit interference is specifying modular panels built with a six-wire system. But six-wire systems aren't created equally, and there are strong reasons to specify AMP PANEL-PAK II. It's the only one with two completely separate ground wires. This allows totally separate lines to be run to each terminal. And eliminates the possibility

Circle 29 on reader service card



cure for memory loss.

system for modular office panels. It isolates so they can work without interference.

that radiated interference could cause a loss of data.

AMP PANEL-PAK II has other valuable features as well. Its pluggable receptacles are double-sided, so just one unit is needed to power two offices. And the panel connectors feature make-first, break-last safety on both ground circuits.



To find out more about AMP PANEL-PAK II, you can do one of two things. Write to Tom Spadaro for a free copy of "Power Requirements in the Modern Office," AMP Special Industries, Box 1776, Southeastern, PA 19399. Or call him at (215) 647-1000, Ext. 300.

AMP has a better way.

AMP SPECIAL INDUSTRIES

A division of AMP Products Corporation.
AMP and PANEL-PAK II are trademarks of AMP Incorporated.

Student design rally opens registration

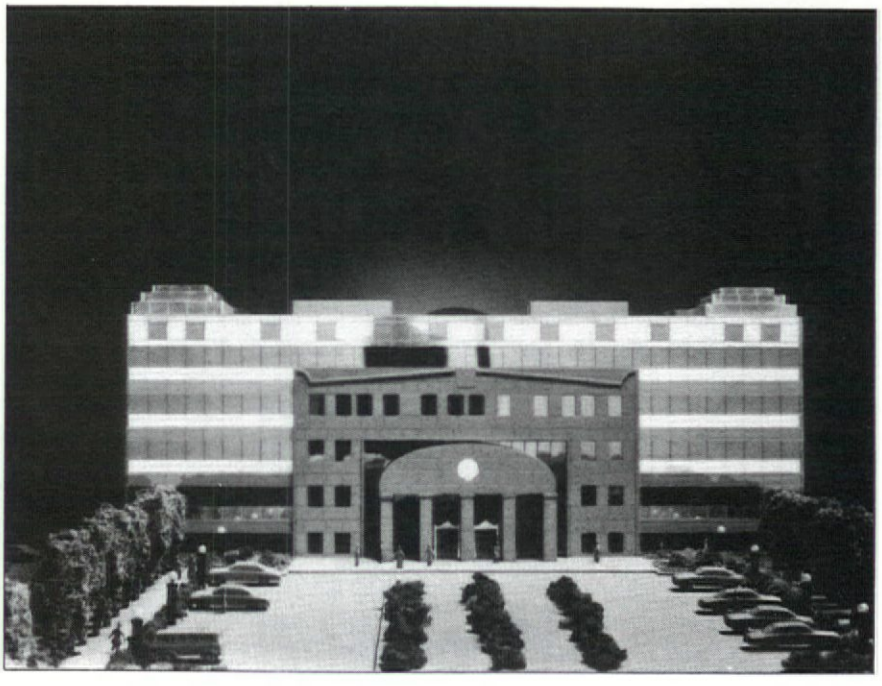
Grand Rapids—Registration has begun for the fourth bi-annual Rapids Rally to be held November 4-9 at the Amway Grand Plaza Hotel. The event is being sponsored by the Michigan and Ohio regional chapters of the Institute of Business Designers in recognition of junior and senior year commercial interior design students.

Nearly 600 students and faculty members are expected to attend the event which will focus on open planning and furniture systems of today and the future.

To be included in the rally is a day-long product exposition featuring 50 manufacturers and representatives of allied furniture, lighting, flooring, wallcovering, and accessories. In addition, Haworth, Herman Miller, Steelcase, and Westinghouse will conduct factory tours and seminars on different aspects of systems design.

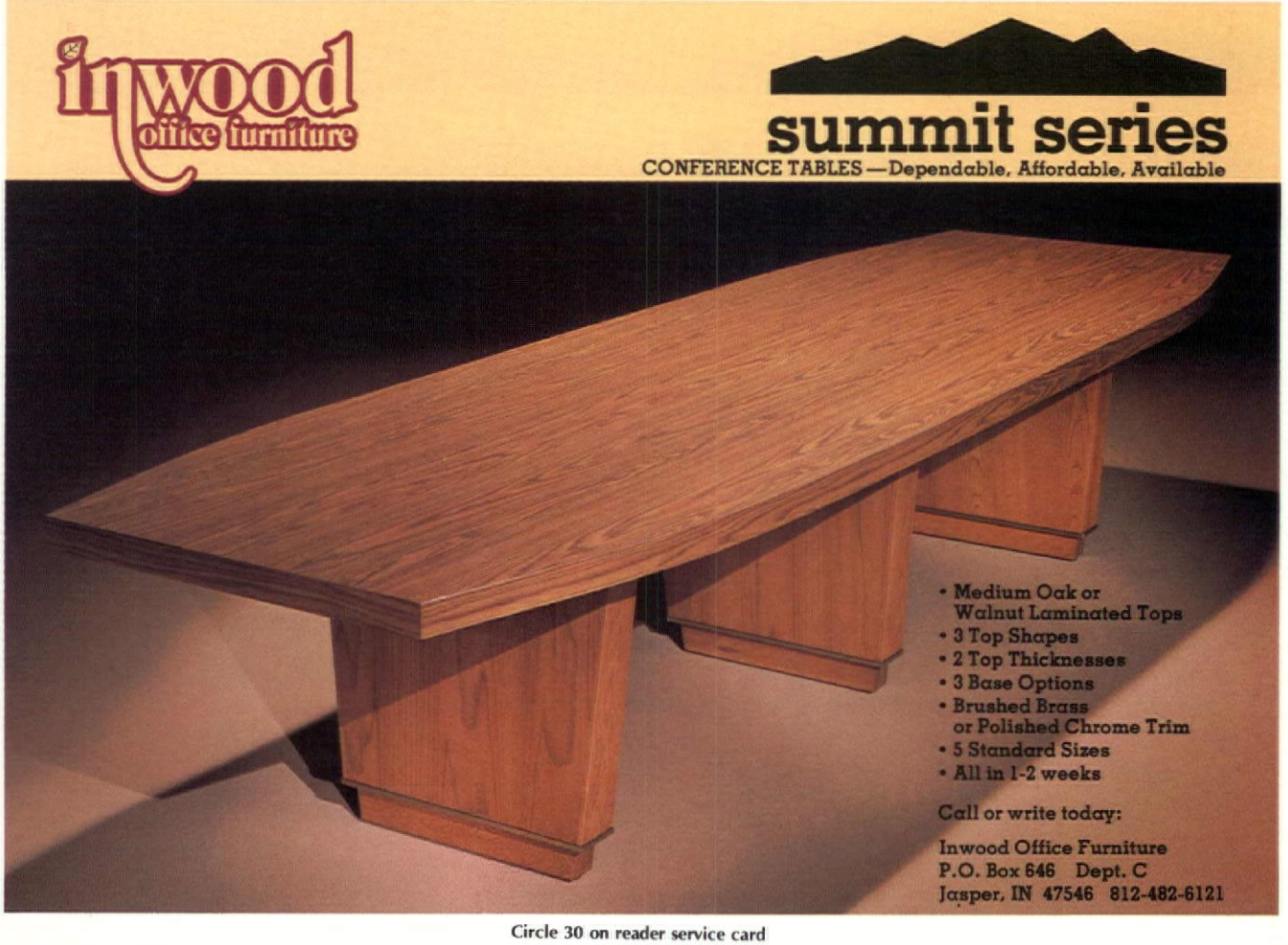
Professional designers and manufacturers will discuss related subjects including job opportunities and resumes.

For more information call Barbara Wallace, IBD, Haworth Inc., 616/392-5961.



Hines breaks ground for office building

Boston—*Construction has begun on Point West Place, Hines Industrial's 110,000-sq.-ft. Post-Modern office building, Framingham, Mass. Designed by architect Robert A. M. Stern, New York, the building's design features classical architectural details, rose granite, and alternating bands of salmon and gray-tinted glass. A Fall completion is scheduled.*



Circle 30 on reader service card



Carnegie

Atlanta • Boston • Chicago • Cincinnati • Dallas • Denver • Detroit • Houston • Kansas City • Los Angeles • Miami • Minneapolis • New York • Philadelphia • Phoenix • San Francisco • Seattle • St. Louis • Washington, D.C.

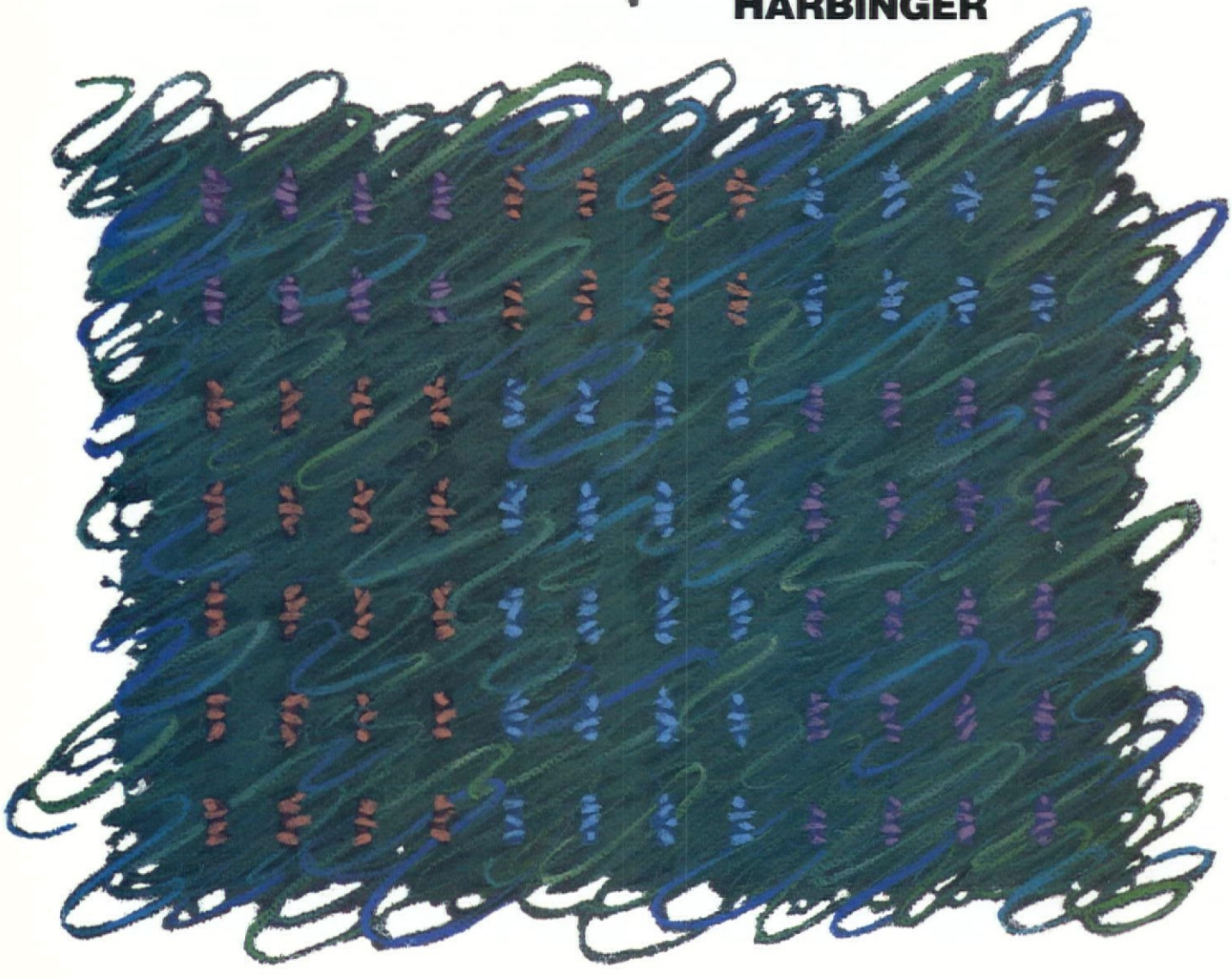
Circle 31 on reader service card

I M P R E S S I O N S

Harbinger

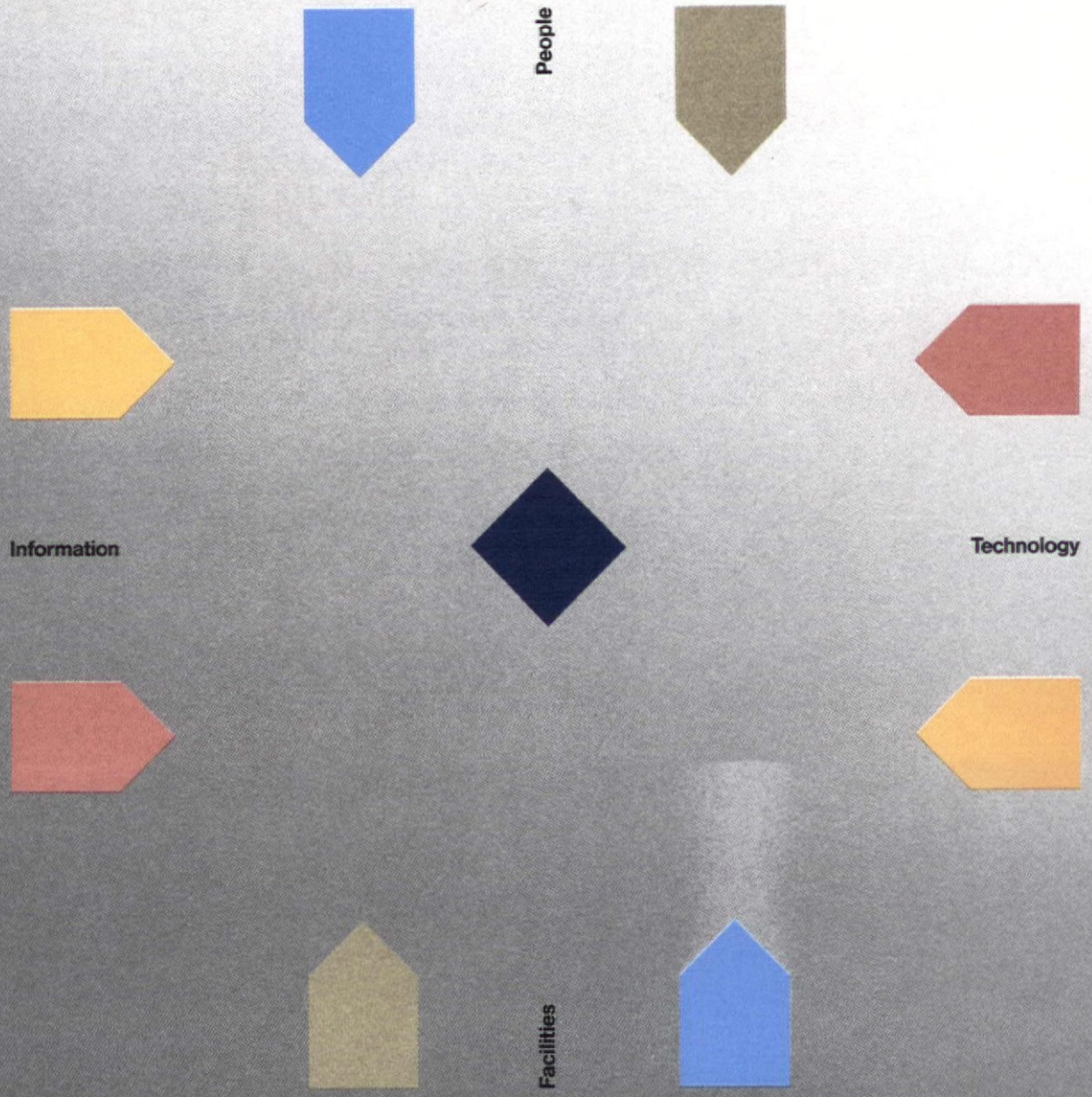
Unabashed Artistry
Uncompromising Quality

HARBINGER



The Next Step in Carpet History
Calhoun, Georgia
1-800-241-4216
Circle 32 on reader service card

HARTER



Designing the Integrated Office

Harter Task Systems™ improves productivity by integrating resources.

Offices should support the businesses they contain: an environment where existing resources work together efficiently, productively, creatively.

The Integrated Office model unites people, information, technology and facilities. In this framework, all considerations regarding complete space utilization are addressed.

Our brochure, *Integrated Office Design*, depicts new concepts for the office of tomorrow, today. Call or write for your free copy.

Harter helps transform the quality of worklife.

Harter Corporation, Sturgis, MI 49091 / 616 651 3201
Harter Furniture Ltd., Guelph, Ontario N1H6L5
519 824 2851

Visit our showroom during NEOCON, #1129.

Circle 7 on reader service card

Harter Task Systems™

Who reps what: Growth spurs sales force increase

The international contract division of **Sitting Pretty,** Lewittes Furniture Enterprises Inc., is increasing its sales force due to a rapidly expanding contract business. The following representatives have joined the firm's sales force: **William Carter and Associates,** Illinois and parts of Ohio; **Marie Mangan,** Oklahoma and Texas, with the exception of Dallas; **Sam Gordon Associates,** greater metropolitan New York area; and **Chuck Gavin,** Gavin Sales Co., New England. **Chuck Wells & Associates** is representing the firm in Denver, and **Joanne Saul & Associates** is the New England area representative . . . **Patterson, Flynn, & Martin Inc.** has retained three new representatives for custom area rugs and carpeting: **James Goldman & Associates,** Seattle; **Regency House,** San Francisco; and **Kipp Collection,** Los Angeles . . . **Haworth Inc.** has made eight new appointments at the firm's various offices in an effort to strengthen operations. The appointments include: **Richard Miner** and **Karen Wintrow,** Columbus, Ohio; **Tim Rossnage** and **Rex Spencer,** Houston; **John Coates,** Seattle; **Jullianne Shedd** and **Susan O'Connor,** Chicago; and **Page Pitt,** Washington, D.C. . . . Five firms were appointed exclusive manufacturer's representatives in their respective territories for **Eagle Computer Furniture Systems.** They are: **Hans De Mooy Inc.,** New York; **Flanders and Associates,** Miami; **The Tate Peters Agency,** Denver; **Contract Resource Group,** San Francisco; and **Design & Architectural Products,** Seattle . . . **Designfriends Ltd.'s** collection of wallcoverings and fabrics is being represented in Los Angeles at **Kipp Collection** and in San Francisco at **Randolph & Hein.**

Lighting show targets contract market needs

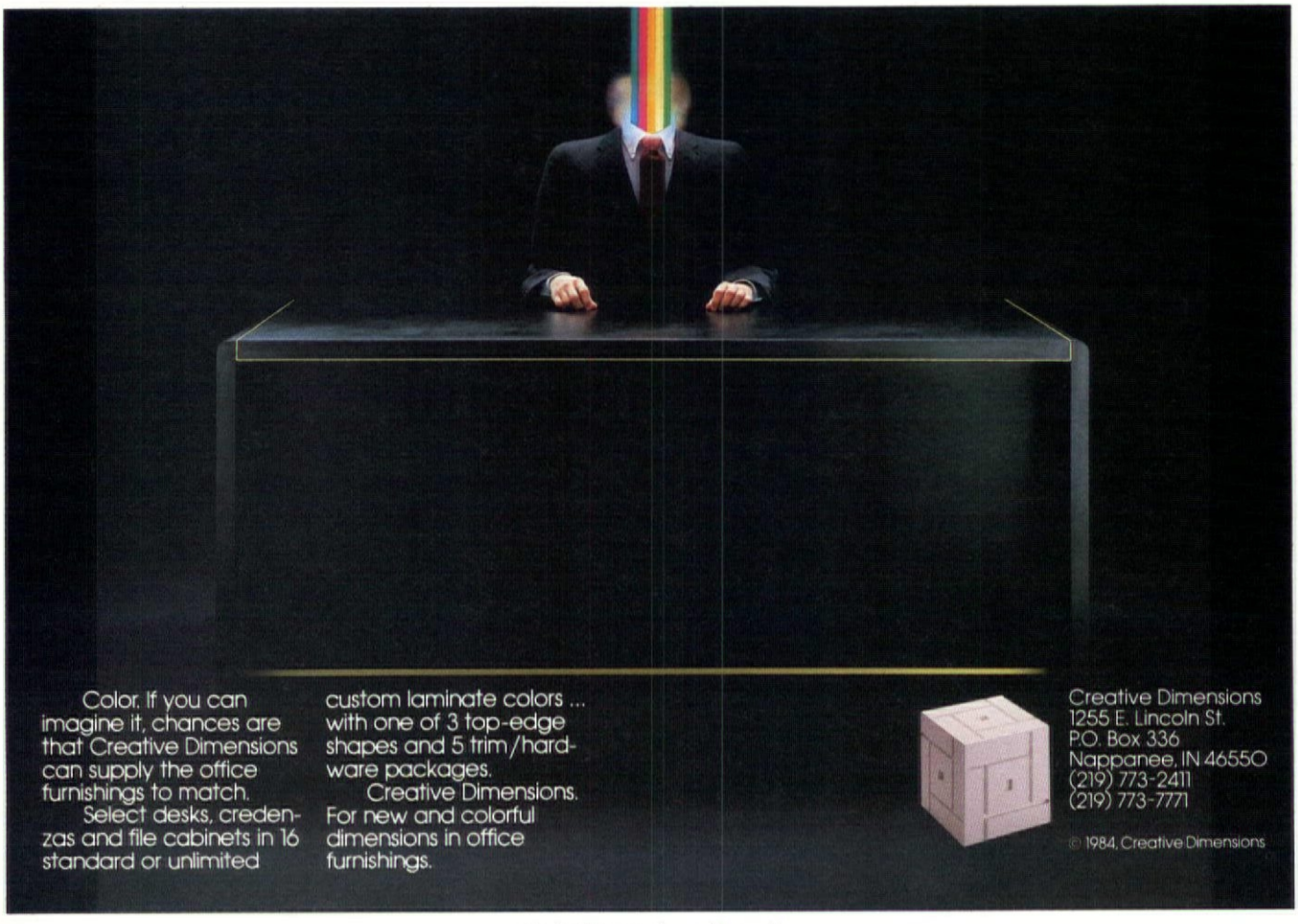
San Francisco—The Pan Pacific Lighting Exposition, scheduled for October 28-30, at the Concourse Exhibition Center, Showplace Square, will target the special needs of contract markets, including automated offices, healthcare facilities, hotels, restaurants, retail stores, and shopping malls.

Fast-moving technological changes and advances in lighting design, manufacturing, and usage are among topics to be discussed. New systems, materials, concepts, and products will be addressed, as will lighting from the point of view of energy management and conservation.

Manufacturers' exhibits from around the world will include lamps, fixtures, ballasts, task and ambient lighting components, integrated ceiling systems, and daylighting products.

Co-chairpersons, conference section, are James Jewell, IES, and Fran Kellogg Smith, ASID. Co-chairpersons, exhibition section, are Fred Martin, president, Precolite division, U.S. Industries Inc., and Walter Goepp, IES, Thomas & Goepp. The event is being produced by Pan Pacific Expositions Inc.

For more information contact Robert Zinkhon, director, Pan Pacific Lighting Exposition, 2 Henry Adams St., San Francisco, CA 94103; 415/563-7022.



Circle 34 on reader service card



Fiber artistry.

Creating beautiful interiors with carpet takes your particular abilities. Preserving that beauty and making it practical takes ours.

That's why carpets of Anso® IV HP nylon with HaloFresh™ are unique. No other offers their heavy-denier performance and total built-in soil, stain, static, wear and anti-microbial protection. No other equals their lasting beauty and maintenance ease.

Insist on a lasting medium, worthy of your time and talents. Anso IV HP nylon with HaloFresh: the state of fiber artistry today.

Allied Tech Center, Contract Technical Specialist, P.O. Box 31, Petersburg, VA 23804. (800) 992-9922.

ALLIED CORP. NYLON
Anso® IV HP
with HaloFresh™

ALLIED Fibers

Circle 35 on reader service card

CHF: BEAUTY IS OUR STRENGTH AND STRENGTH IS OUR DESIGN

The epitome of design freedom, coupled with lasting quality is yours when you work with CHF.

Let your imagination run wild with laminates from all major domestic and foreign manufacturers. Of course, *everything* is matched with one of our 20 different exciting edge designs.

Down below, CHF gives you unlimited freedom in choosing bases and columns which compliment every design you create up above.

But don't just specify a CHF table for its outstanding visual appeal. Remember, we built our reputation on unsurpassed quality and long-lasting durability . . . because *your* reputation is *our* reputation.

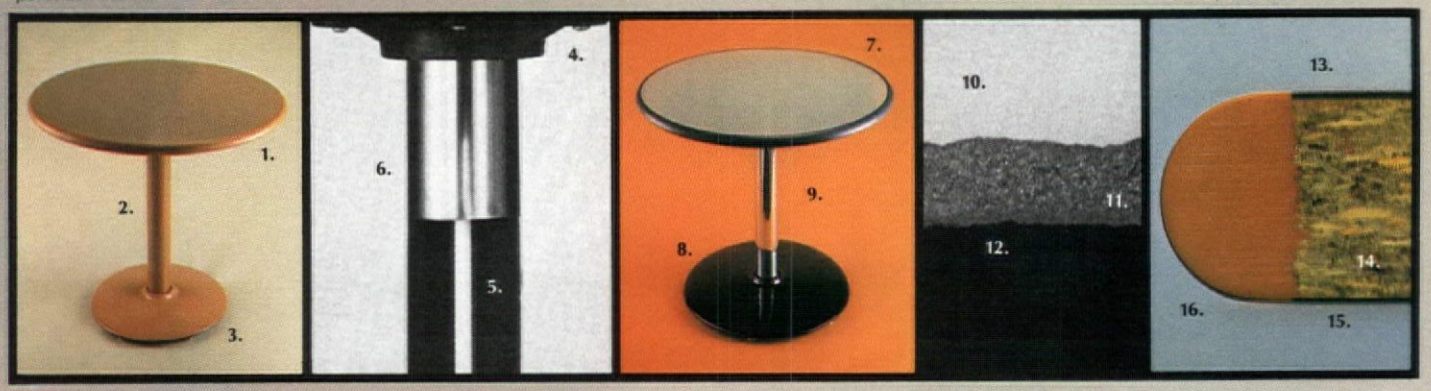
1. New, high-fashion mauve Rock Edge Bull Nose fused with the laminate. **2.** Full freedom to mix and match CHF tops, columns and bases. **3.** Our bases fired at 1750°F for CHF exclusive Kaolin porcelain finish.

4. CHF cast iron, disk ground spider gives a perfectly level fit. **5.** 1/2" steel tie rod bolt extends within the column for unbendable strength. **6.** No welds to crack or distort.

7. CHF high-tech, high-fashion grey maxi-graph top. **8.** 12 different bases available in six different finishes. **9.** Chroma-matched colors accent any decor.

10. Magnified cross-section of a CHF casting. **11.** Fine grain, low porosity, heavy grey iron. **12.** 29 process steps result in the most durable, high-fashion bases available.

13. CHF laminate tops are pressed with our thermoset adhesives at 200 degrees. **14.** Premium, 3-ply, "fine-flake" core. No telegraphing bumps. **15.** Fully-balanced backing. **16.** Tops warranteed for five years.



CHF INDUSTRIES
150 Pine Street
Grayslake, IL 60030
312/223-1900
Call Toll Free: 1-800-CHF-TOPS

Considering both sides of the story, CHF firmly believes that you could spend more, but you'll never get a better table. We're listed with the Sweets Byline, or Sweets catalog, 12 12.1c/CH.

CHF guaranteed quality and service for over 75 years.

Circle 36 on reader service card



The modern athlete has learned that improvements in equipment, training and techniques continue to expand the limits of human performance.

Westinghouse has learned that the same principle works in the office.

So, like the athlete who controls the length of his stride with the aid of sophisticated equipment, Westinghouse Furniture Systems products allow you to control the elements in your office that affect human performance.

This year, at NEOCON, you can discover the leading edge of office design and technology when we introduce unique and innovative ways to control the office environment.

NEW LIGHTING SYSTEM. Westinghouse has developed an energy-efficient, integrated, task, ambient, and HID lighting system. Features include a patented lens that cuts out veiling reflections while providing a more even distribution of light.

NEW ELECTRICAL SYSTEM. The new Westinghouse panel electrification system provides expanded capability to support and protect the integration of sophisticated electronic office equipment.

NEW CADD SYSTEM. Westinghouse has packaged productive design support capabilities in a state-of-the-art, stand-alone work station.

These new elements—along with significant enhancements to our panel system, ergonomic work station and more—can measurably increase office productivity.

See the full range of Westinghouse productivity solutions at NEOCON and see how our system can keep you running ahead of the competition.

For more information call **800-445-5045.**

Westinghouse Furniture Systems

Official Office Furniture Supplier of the 1984 Olympics.

Westinghouse: Expanding the limits of human performance.

Circle 37 on reader service card

You'll find colorful style here...

with Ultron® 3D.

Color



Color is one of the first qualities you specify, and the mills who use ULTRON® and ULTRON® 3D fibers by Monsanto offer a never-ending color palette. Just select any shade for any traffic location. The high quality of ULTRON fibers lets the carpet stay attractive and good-looking for many years to come.

Luster



ULTRON fibers combine the expensive wool-like luster with the long-lasting function and practicality of nylon. The luster you'll see in ULTRON and ULTRON 3D fibers will give a unique glow and brilliance to a lobby, office area or restaurant application.

Texture



ULTRON fibers are designed to resist crushing and matting—regardless of the traffic flow. Low pile, cut pile, or berber look . . . all have the "bounce-back" features of ULTRON. ULTRON stays good-looking over many years of use.



and lasting performance here

Performance



ULTRON and ULTRON 3D fibers feature a carefully engineered triangular cross section construction. This tri-lobal design resists abrasion. It provides excellent resilience. And it ensures excellent soil-hiding and low-soiling characteristics. Plus, Monsanto's built-in proprietary antistatic elements give permanent static control.

Durability



ULTRON 3D is a heavy denier product with a firm hand. It offers even better protection against soil build-up and three dye level versatility. Both ULTRON fibers are made of type 6,6 nylon—the toughest of all manmade carpet fibers. And both have achieved an outstanding balance of appearance retention properties.

ULTRON® and ULTRON® 3D are registered trademarks of Monsanto Company

Circle 38 on reader service card

Monsanto Contract Fibers

ULTRON® ULTRON® 3D

Yes, I want to learn more about ULTRON fibers by Monsanto. Please rush me your new:

- ☐ Design Specification Guide
- ☐ Technical Specification Guide
- ☐ Commercial Stain Removal/Maintenance Chart

Name _____

Title _____

Company _____

Company address _____

City _____ State _____

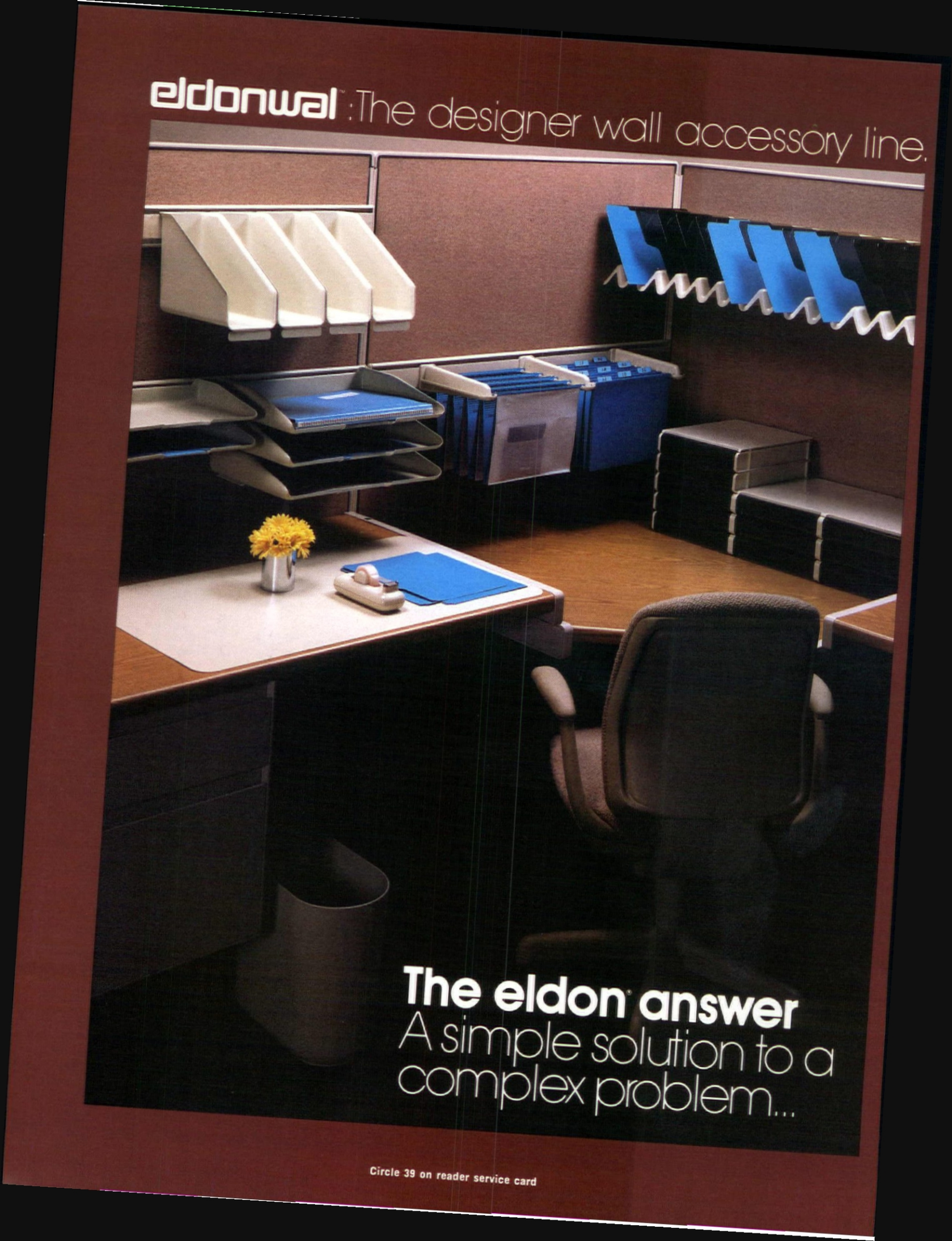
Zip _____

Phone _____

Send to: Monsanto Company
320 Interstate North Parkway
Atlanta, GA 30339

Or call Bob Docherty at (404) 951-7642

MFIC-4-323



Circle 39 on reader service card

The eldon® answer
The only complete office accessory system.

The Information Age has arrived. Regardless of which personal computer occupies the vacant space on the desk, the less organized the area around the computer, the less effective the user is. However, as organization continues to gain importance, offices continue to become more disorganized.

For the designer specifying office systems, **The Eldon Answer** puts the problems of organization to rest. The Eldonwal™ System, the designer wall accessory line, is the center of the Eldon Answer. Accompanying Eldonwal in this total office accessory system is a host of other accessories including Eldon's Mediabank™, Image 1500® Series, and information processing organizers, all creatively coordinated in today's most popular colors and shapes.

Ergonomically tailored to fit any office environment, The Eldon Answer increases productivity by meeting peoples' needs for space and information management and paper flow. This designer office accessory system is sensitive to today's office with visions of tomorrow. And, keeping pace with the designers' needs, Eldon introduces its newest color, Gray, as well as many other exciting products.

Visit us at our showroom (10-152) in the Chicago Merchandise Mart. We're confident that once you experience The Eldon Answer, you'll ask why no one ever thought of the solution before!

eldon makes the difference.™

eldon®

ELDON® OFFICE PRODUCTS
1130 East 230th St. | Carson, CA 90745 | (213) 518-1600
Division of Eldon Industries, Inc.

FREE GIFT OFFER

To receive your free gift,* simply present this coupon at the Eldon showroom (10-152) during **NEOCON** (June 12-15, 1984) or return to Eldon requesting a sales demonstration.

Name:_____

Company:_____

Address:_____

City:_____

State:_____ Zip:_____

Telephone: ( )_____

*Seal quantities are limited.
Offer expires
8|31|84



Return to: ELDON® OFFICE PRODUCTS
1130 E. 230th St. | Carson, CA 90745
Attn: B. Harendza-Harinxma

CONTRACT UPDATE

Polsky endowment receives $4,000

Columbus, Ohio—The Institute of Business Designers Foundation (IBDF) has received its first foreign donation for the Joel Polsky Endowment in the amount of $4,000.

The money was donated by Hans Froescher, Froescher Sitform, West Germany. Sitform seating products are available in the United States through Fixtures Furniture of which Norman Polsky is president.

The Joel Polsky Endowment was created in 1982 with an initial contribution of $10,000 from the Polsky family in memory of their son, Joel, who passed away at age 26.

IBDF officers are currently evaluating a research project related to continuing education of interior designers. The project will be partly funded from the Froescher contribution, the Polsky family, and matching funds from voluntary contributions to IBDF.

Wool Bureau hits the road

Atlanta—The Wool Bureau has recently begun offering road shows on product development, styling, and technical information to mill officials. Presentation tools include products, samples, and slide displays.

Show subjects include capabilities of wool in saxonies, graphics, and cut and loop texture, as well as product, styling and color forecasts.

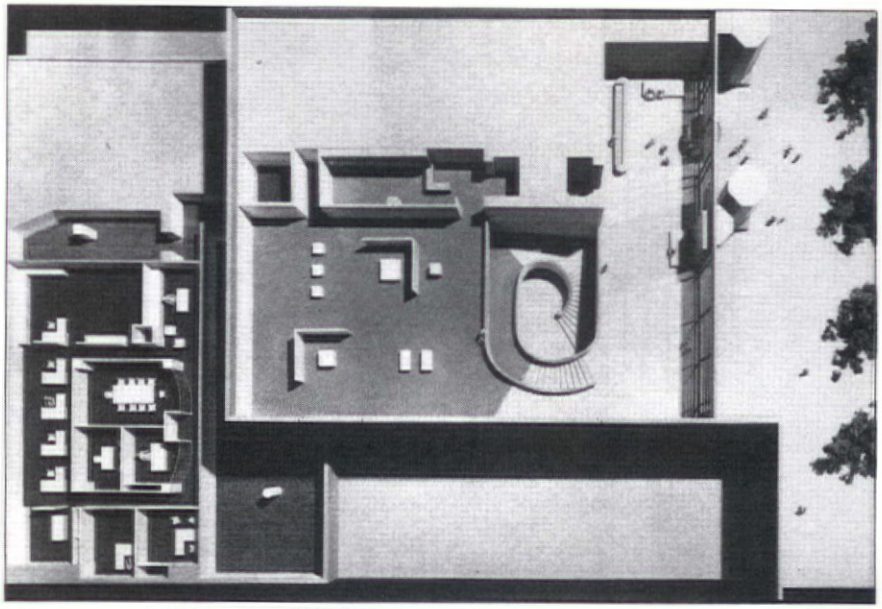
Craft museum goes condo

New York—The American Craft Museum is getting a new home—it is to be included as a condominium unit within an office building at the museum's current site, 40 W. 53rd St. The museum will occupy the ground and lower levels of the not-yet-constructed building.

The move is the result of a collaboration between CBS Inc. and Gerald D. Hines Interests. The firms are constructing the museum in exchange for the land and building presently occupied by the American Craft Council, 44 W. 53rd St.

As designed by architectural firm Fox & Fowle, the new museum will have a 72-ft. frontage on 53rd St. and an interior space of approximately 18,000 sq. ft. It will be divided into galleries and offices on three separate levels.

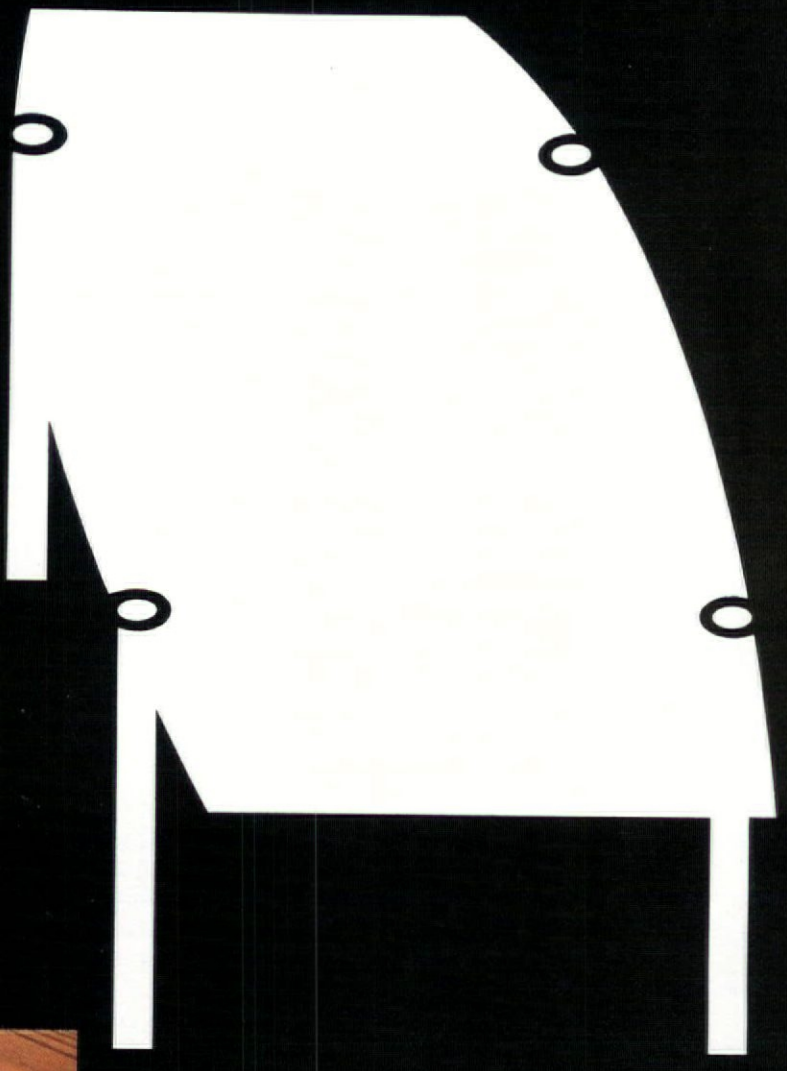
"The new museum," says Charles D. Peebler Jr., board chairman, American Craft Council, "apart from giving greater opportunity for the exhibition of the work of the finest craftsmen, will act as the focal point for the expansion of Council programs." Completion of the new building is scheduled for 1986.

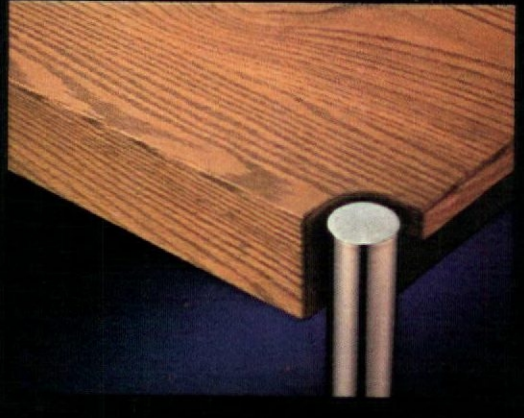


The American Craft Museum will be included as a condominium unit within an office building currently under construction on the museum's site, 40 W. 53rd St., N.Y.

You make intelligent choices.
We make intelligent tables.

Howe Furniture Corp. ©1983





The second most intelligent thing about our Risom/Burr table was commissioning the team that created it. But the brightest thing of all grew out of their collaboration. It was, simply, the integrity of the design itself. Since its introduction, we have observed an almost uncanny ability of the Risom/Burr table to attract and be chosen for the many roles it fulfills in contemporary interiors. Someday, it may even be considered a classic. And that would make it a very intelligent table, indeed.

HOWE, *155 East 56, N. Y., N. Y. 10022 (212) 826-0280*

TABLES BY HOWE

Circle 40 on reader service card


Marquésa® Lana
has style
There's a new horizon in Upholstery Yarn . . . Marquesa® Lana.
New strength, new colorfastness, new stain-resistance. Solution-dyeing for rich, consistent, long-lasting colors.
Marquesa® Lana is color co-ordinated with contract furniture, fine carpets, and wall coverings to create a total office atmosphere.
For durable and stylish upholstery, the yarn of choice is Marquesa® Lana. The upholstery yarn with built-in performance.
LOOK TO AMOCO
AMOCO
Amoco Fabrics Company
550 Interstate North Pkwy., Atlanta, GA 30309 404-955-0935
Amoco Fabrics Company makes fibers and yarn, not finished upholstery fabrics.
Marquesa® Lana is the registered trademark for bulked continuous filament olefin yarn produced by Amoco Fabrics Company.
AU-1
Circle 20 on reader service card

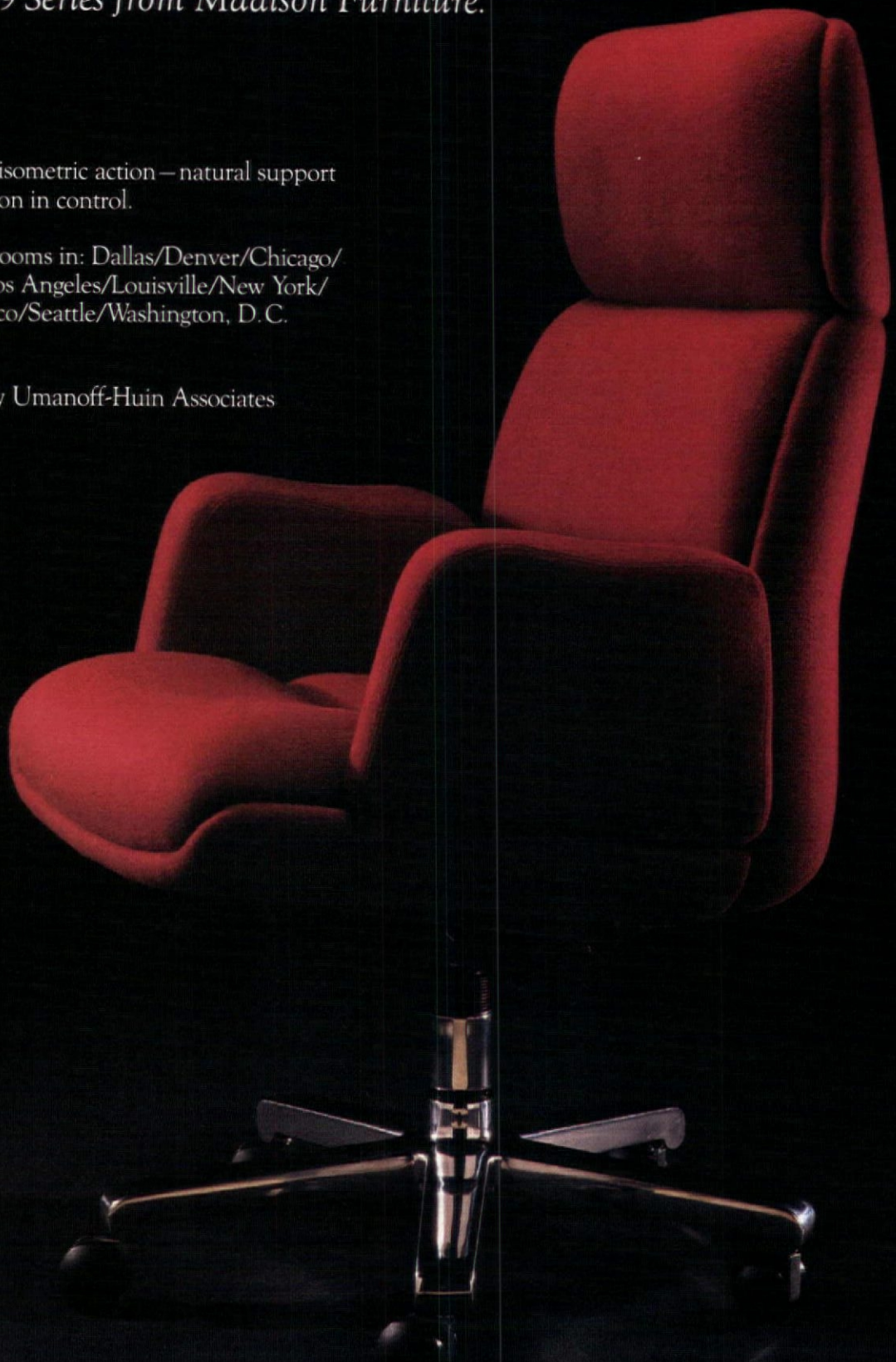
In Control

The C39 Series from Madison Furniture.

Controlled isometric action – natural support for the person in control.

Sales showrooms in: Dallas/Denver/Chicago/ Houston/Los Angeles/Louisville/New York/ San Francisco/Seattle/Washington, D.C.

Designed by Umanoff-Huin Associates



Madison Furniture Industries, P.O. Drawer 111, Canton, MS 39046, Phone 601/859-8000

Circle 42 on reader service card



Now, all the pieces fit.

The Networkers™ *from Dennison National.*

At Dennison National, we understand the importance of intelligent design. We appreciate the direct relationship between environment and efficiency. We also know there's nothing worse than spending hours of creative energy on total color-coordination in office design, only to have the space filled with old-fashioned, color-clashing binders. Unfortunately, these are things people use every day, the elements over which you've had no control. That is, until now.

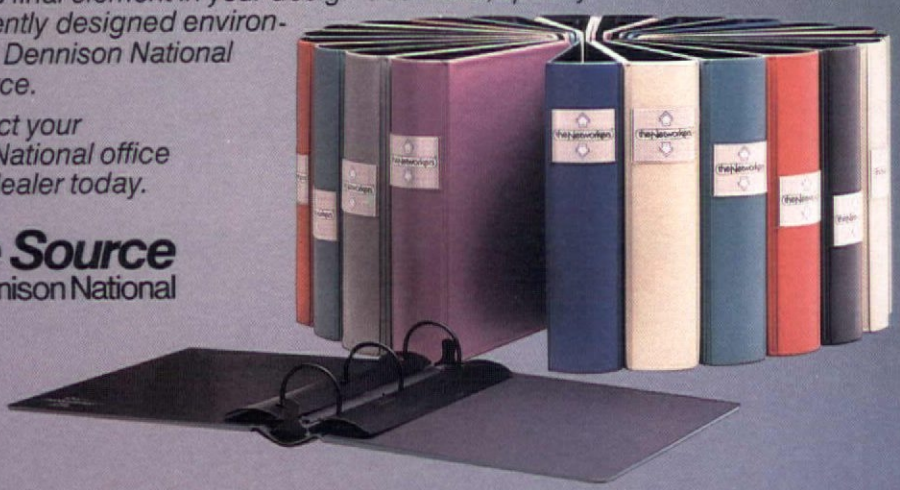
Now, there are the Networkers from Dennison National – the information finding system designed to look as great as it works. The decorator-inspired network for media management that makes open shelf storage a part of your design consideration and binders the final element in your specifications.

The Networkers – fashioned in seven designer-selected colors to coordinate with traditional and contemporary interiors. With a unique sliding label system and file-by-color capability that make information access beautifully easy and efficient.

For the final element in your design decisions, specify The Networkers, for the intelligently designed environment, from Dennison National – The Source.

Contact your Dennison National office products dealer today.

The Source
Dennison National



National® Brand

Dennison
Stationery Products and Systems

Dennison National
Holyoke, MA 01041

The Networkers™ is a trademark of The Dennison National Company. © 1984.

Circle 43 on reader service card

Everyone wants to get into the act

The Action Office® system is a tough act to follow. We know, because so many companies have been following it ever since we introduced it in 1968. In a sense, so have we—with our commitment to continually improving the system. Action Office was once the only panel system you could specify. Today it is only the best panel system you can specify. With features the original didn't have.

Like the comprehensive program of colors, fabrics and finishes designed by Clino Castelli. It vastly but subtly expands the usable combinations of tones and textures. So both designers and end users are freed to choose colors they really like.

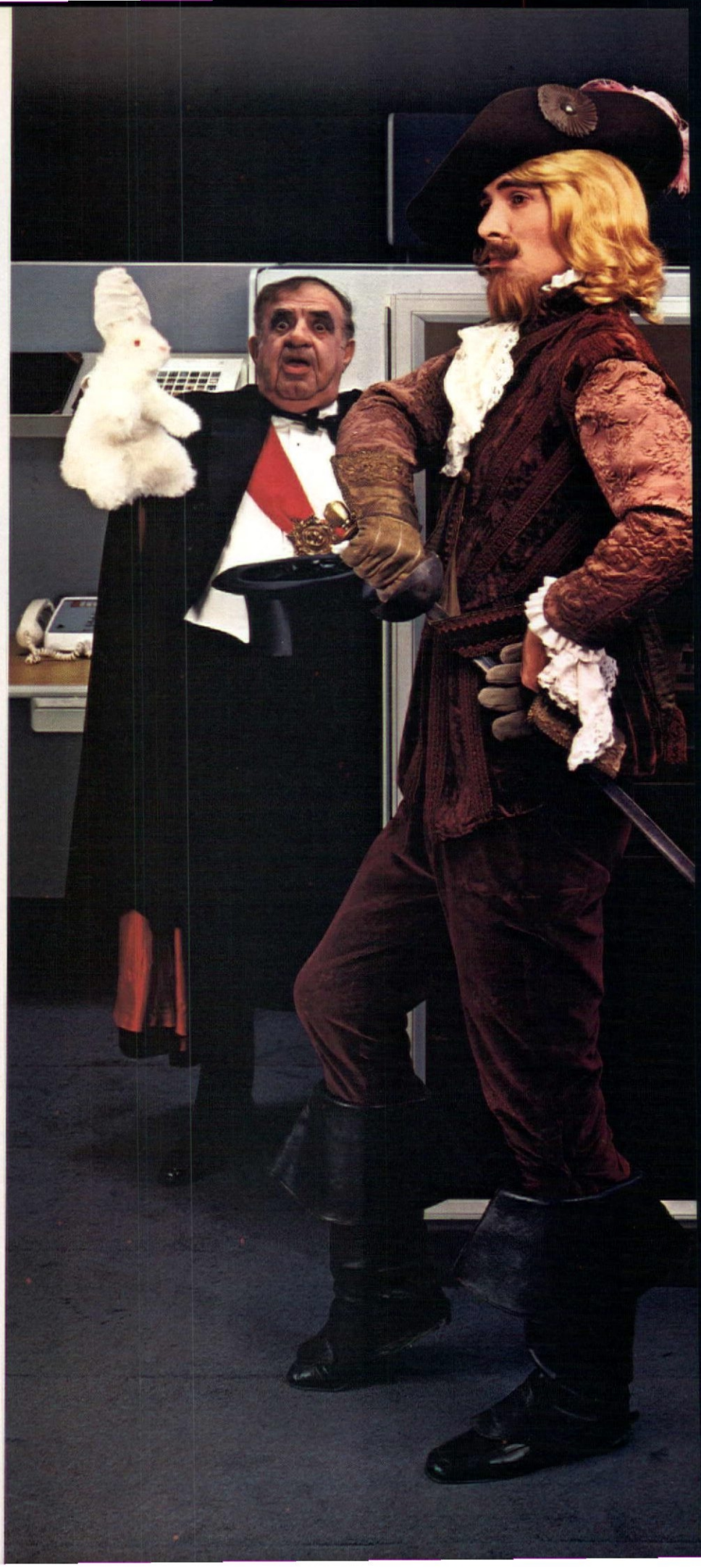
Freedom of choice characterizes other aspects of Action Office too. Our range of energy distribution options is extensive enough to meet any company's electrical and wire management needs, with both two-circuit and three-circuit capability. And the multiple module sizes, including 30-inch, make the Action Office system increasingly adaptable.

Even the best product is no use if you can't afford it. Action Office is still competitively priced. You get prompt shipment through Herman Miller's Rapid Response and Response Plus.® And our dealer network provides a variety of services.

Action Office is designed for companies that want to perform better. For information about how you can get into the act, call 1/800-851-1196. Or in Michigan call 1/616-772-3442.

Herman Miller, Inc. Zeeland MI 49464

Circle 44 on reader service card




The Action Office® system from herman miller

Seminars, Product Displays, Competitions Highlight NEOCON 16, June 12–16

NEOCON 16 presents several opportunities to attendees in the form of professional competitions, displays of new products created specifically for this national contract market, seminars, and social events hosted by exhibitors and industry associations.

This year, the Specialty Product Exhibition for Contract (SPEC) group, composed of residential-line manufacturers whose products are suited to contract applications, is hosting the SPEC II competition for product design. Winners of the competition will be showcased at a special event, Tuesday, June 12.

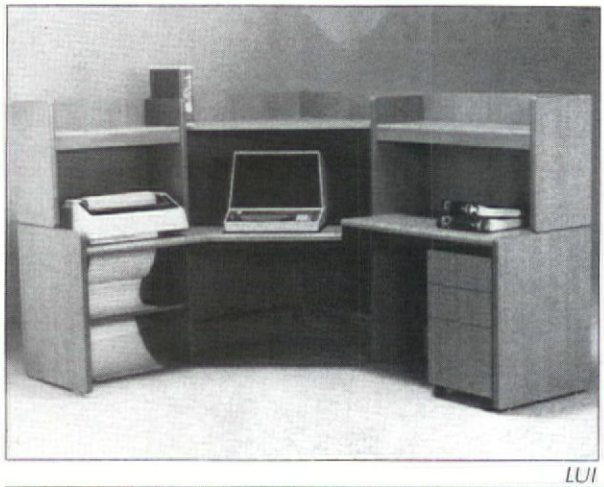
Product categories covered by the competition include accessories, furniture, carpeting, window treatments, lighting, wallcoverings, and fabrics. The contest will be judged by prominent members of the design profession.

SPEC member products can be viewed on floors 6, 12, 16, and 17 at the Mart.

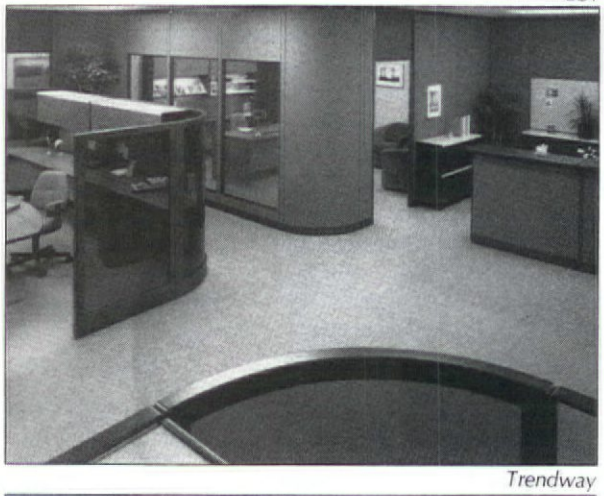
In addition, the Union of International Architects (UIA), an international professional organization of architecture societies which represents over 800,000 architects internationally, is hosting a competition for design of the UIA Gold Medal.

The award-winning design will be recognized during a special ceremony to take place at NEOCON. Jury members for the event include architects from Europe, North and South America, as well as speakers assembled in Chicago for NEOCON's international sym-

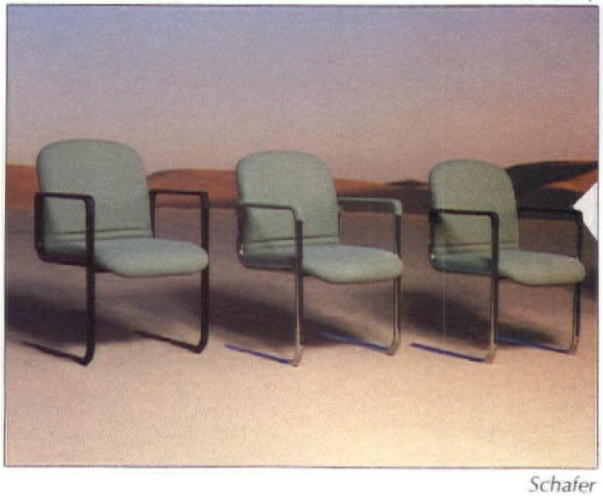
Continued on p. 68



LUI



Trendway



Schafer

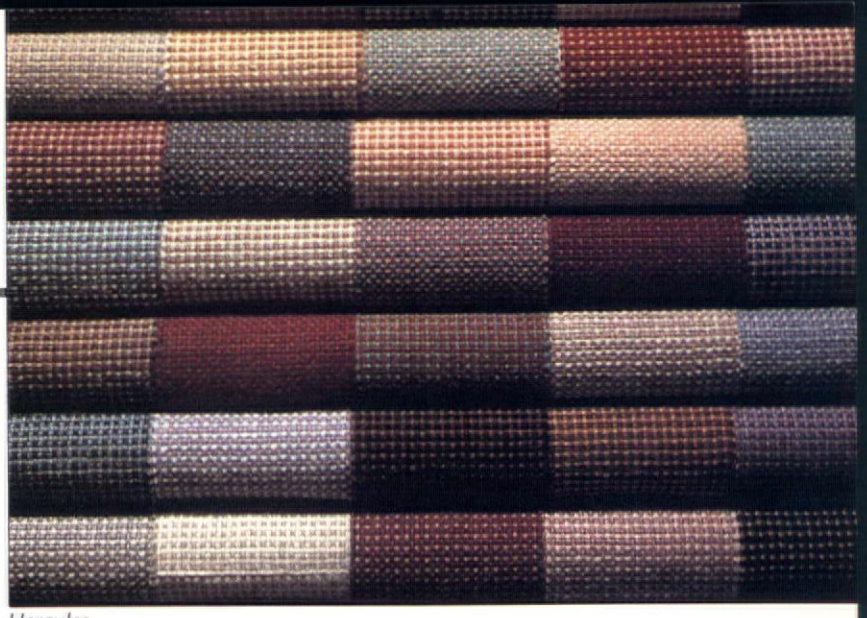
LUI, Space 10-102—Laminates Unlimited Inc. offers new Insta Word/Data Environments computer furniture. Tables, printer stands, storage, and workstations satisfy a wide range of computer furniture needs. Over 110 variations are possible to create with the line. **Circle No. 328.**

Trendway Corp., Space 1086—Expanded product, color, fabric, and surface offerings include a display of T-Series moveable floor-to-ceiling partitions. Systems demonstrate solutions to integrating open and private office planning. **Circle No. 314.**

Steelcase, Space 1014, 1032—Warren Snodgrass' bentwood side chair is part of Snodgrass Collection. Chair is offered in light oak, dark oak, and walnut finishes in five models. **Circle No. 321.**



Steelcase



Hercules

Schafer, Space 836—Lino chair line is available in a variety of metal finishes and provides ganging options. Upholstered seats and backs are supported by tubular steel frames. **Circle No. 334.**

Hercules—A new six-denier Herculon Nouvelle staple fiber designed for contract application is available in a wide range of colors. Fiber is engineered to provide superior color uniformity and stain resistance. Suited to seating and panel fabric usage, the fiber is available through several select floorcovering showrooms at NEOCON. **Circle No. 312.**

Artopex, Space 1049C & D—Modular System offers logical solution for electronic office. Range of modular components includes acoustic panels and seating in a variety of colors and finishes. **Circle No. 329.**

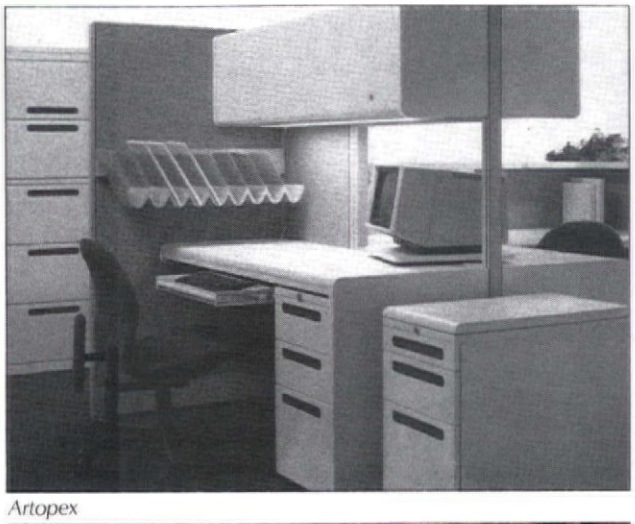
Fantoni, Space 841—Modular units for offices are offered in the DR Series. Worksurfaces, sides, and bases come in walnut ash veneer or black lacquer. **Circle No. 316.**

Lonseal Inc., Space 1124—Square-within-a-square pattern is offered by Lonquad line of resilient sheet flooring. Lonquad is available in three solid and three iridescent colors. **Circle No. 313.**

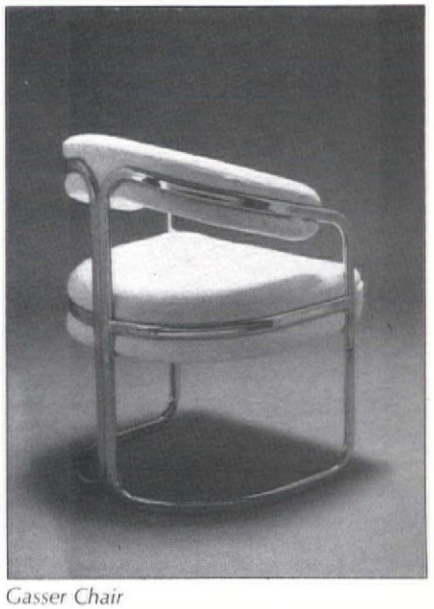
Gasser Chair Co., Space 1149—The Model X-10 by Design Trac has a split frame design that adds new dimension to the openness of the wraparound style. Oval steel tube frame supports the look of thick cushioning. **Circle No. 322.**



Fantoni



Artopex



Gasser Chair



Lonseal

Interior design, architectural interface

Continued from p. 67

posium on modern architecture.

Seminar and workshop programs, highlighted in the May CONTRACT, will cover such topics as urban planning, the electronic office, healthcare design, facility management, and international design issues. On Facilities Day, Thursday, June 14, a luncheon will be hosted for facility managers and will feature Ormand Wade, president, Illinois Bell Telephone.

Wade will address the topic, "Public Policy and Telecommunications Technology: Options Ahead."

Updating the NEOCON seminar schedule which appeared in CONTRACT's May issue, is a seminar now slated for Friday, June 15, at 8:30 a.m. on "The Clash-Culture Technology: Impact on Design Shapes, Forms, and Philosophies." This meeting will explore the relation of esthetics to technology in the next industrial revolution. Speakers include Franco Raggi, Hartmut Esslinger, Bernard Vinick, and William Richards Whaley. Other seminars and workshops listed in CONTRACT's May coverage may have been revised in title, but subject matter and time periods are unchanged.

The American Society of Interior Desigerns (ASID) is hosting "Carnival in the Sky," a reception open to all NEOCON attendees and scheduled for Wednesday, June 13, at 6 p.m. Location for the evening event is at the acclaimed 333 West Wacker Drive skyscraper.

Continued on p. 70



Adden



Chromcraft

Adden Furniture, Space 11-112A—New healthcare collection offers high- and low-back patient chairs with upholstered footstool, nightstands, chest of drawers, wardrobes, headboard and footboard, and guest seating. **Circle No. 330.**

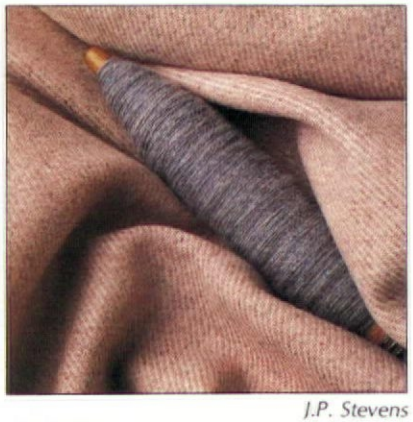
Chromcraft, Space 1146-1—Case pieces, occasional tables, and lounge furniture are part of the Pyramid Series from Chromcraft-Monarch. Pieces consist of executive, general office, and secretarial desks with returns in a common design motif of beveled edges and mahogany finishes. **Circle No. 324.**

Amotek/LUSA, Space 746—Upholstered 0-40 executive high-back chair has torsion bar swivel-tilt mechanism. Leather upholstery comes in black or bown. Imported line is stocked in three warehouses in the States. **Circle No. 336.**

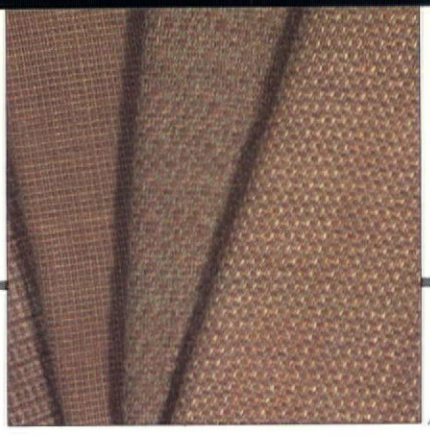
J.P. Stevens, Space 1866—Stock-dyed wool fabrics are durable and tailor easily for upholstery. Colors are soft and styled to subdue office environments. New woolens increase Stevens' collection to 12 textures and 92 colors. **Circle No. 331.**



Amotek/LUSA



J.P. Stevens



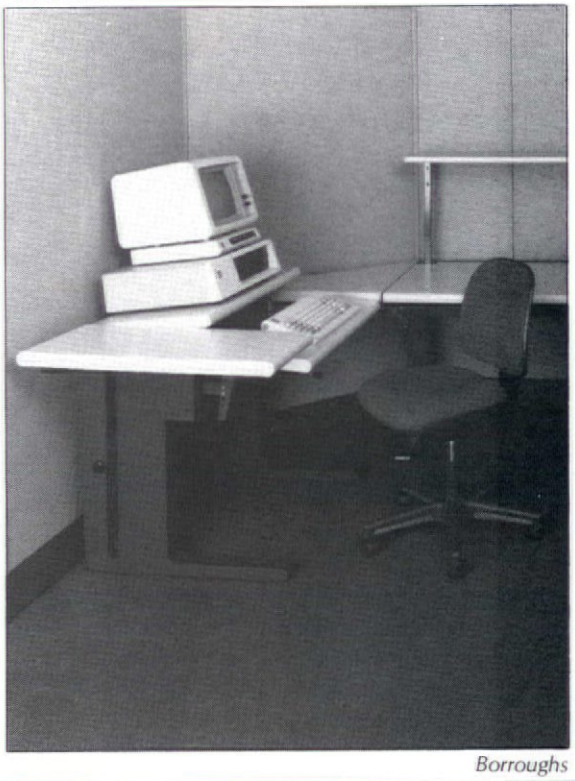
Allied

Allied, Space 10-118—Tactile Textile line offered by Douglass Industries is made of Anso IV nylon woven upholstery fabric. Collection includes 30 patterns. **Circle No. 315.**



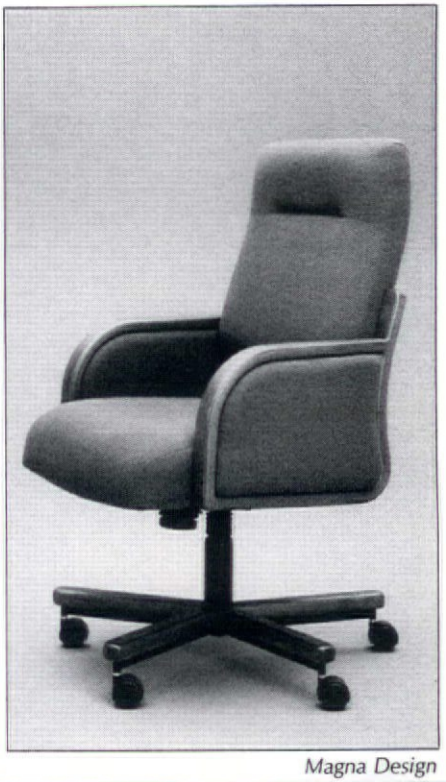
Atelier Int'l

Atelier Int'l, Space 9-100—Management desk collection features new components styled for the manager who uses CRTs. King Miranda desk expands specification versatility to encompass a broader range of management EDP applications. **Circle No. 325.**



Borroughs

Magna Design, Space 1058—Executive seating in the 1200 Series combines solid-oak bentwood frames, hand-lacquered finishes, and quality fabrics. Standard and high-back executive tilt models have five-prong steel base with solid-oak cap. **Circle No. 327.**



Magna Design

Borroughs, Space 1084—Line of freestanding office furniture is composed of adjustable worksurfaces, ergonomic seating, filing, wall systems, and paper management support. **Circle No. 317.**

Victorian Collectibles Ltd., Space 1253—Group of area rugs have patterns that echo those of ceilings, moldings, and wallcoverings from Victorian era. Rugs are 100 percent wool, hand-knotted and hand-carved. **Circle No. 326.**



Victorian Collectibles

Intros cover wide styling range

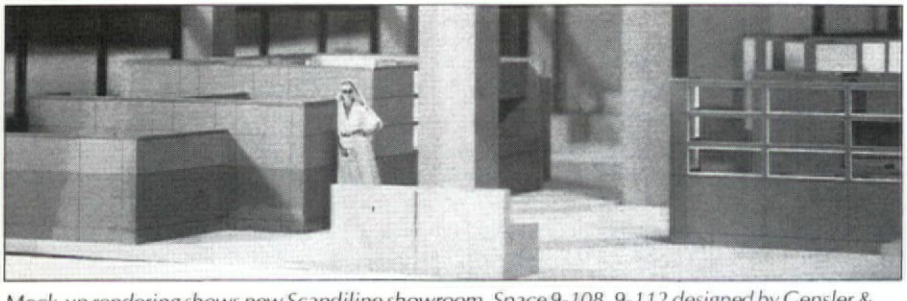
Continued from p. 69

American of Martinsville, Space 1132—Hospitality furnishings line follows two 18th century themes—Chippendale mahogany and Queen Ann cabriole. Georgian Collection has 25 pieces of functional furniture. **Circle No. 319.**

Donghia, Space 600—Solid steel swivel base is offered with the Madison Swivel chair. Chair has adjustable height and comes in chromed, statuary bronze, or polished brass finishes. **Circle No. 320.**

Mueller, Space 1080—High-back or low-back swivel October chair is mounted on a propeller-style base. Chair has cleanly styled double-needle stitching and quality tailoring. **Circle No. 318.**

Hamilton Sorter, Space 804—P.C. Ergonizer features include pull-out printer shelf which adjusts to various working heights, lockable door cover that protects keyboard and disc drives, and workable cable management system. **Circle No. 335.**



Mock-up rendering shows new Scandiline showroom, Space 9-108, 9-112 designed by Gensler & Associates. New space will display open office line created jointly with the design firm.



The 1983 NEOCON party hosted by Coral of Chicago, Space 800, featured a "Mr. Universe" theme to the amusement of guests.



American of Martinsville



Donghia



Mueller

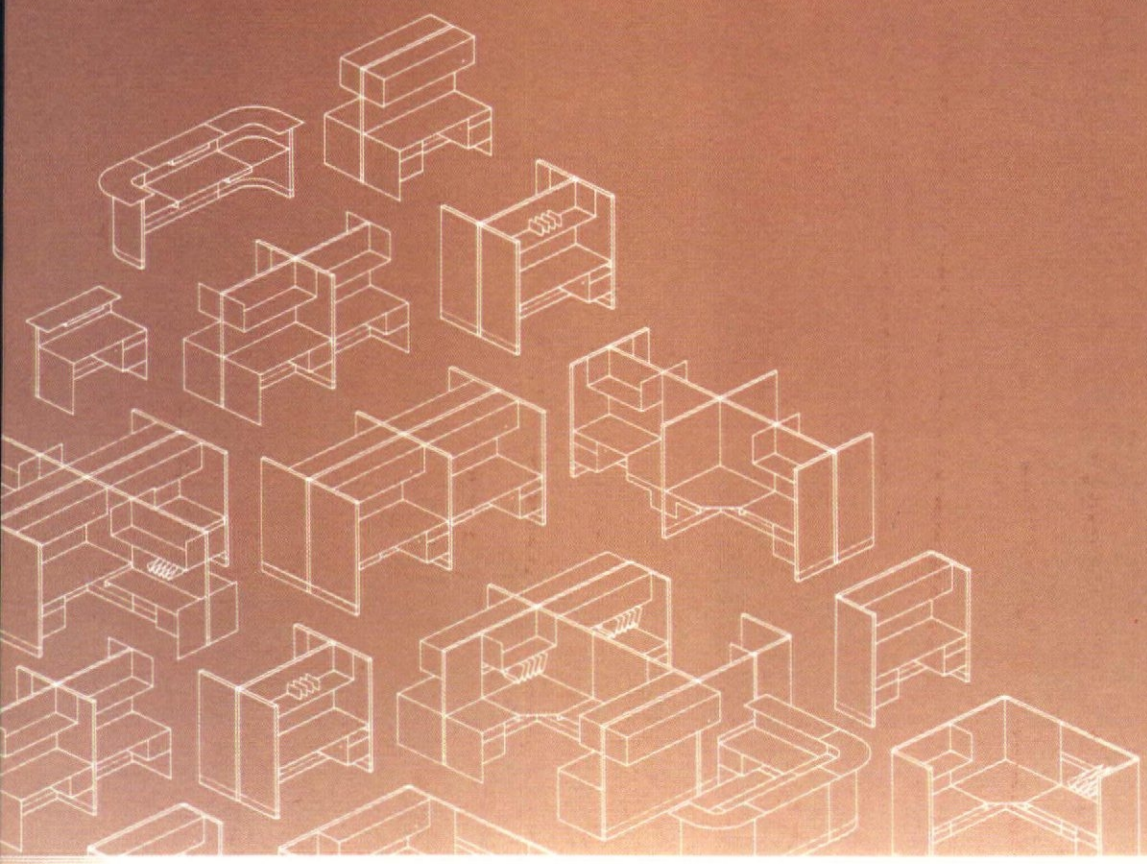


Hamilton Sorter

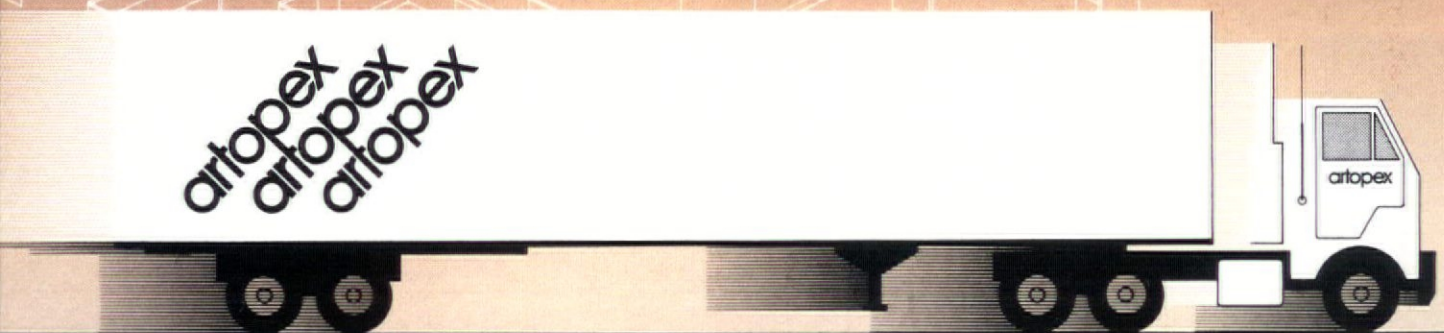
introducing

amstock

The AMSTOCK program offers rapid delivery and installation of the most popular units in the Artopex AMS* line of system furniture and work-stations.
The AMSTOCK brochure shows the components available through this program, as well as a wide variety of modular arrangement possibilities.



artopex
artopex
artopex



artopex

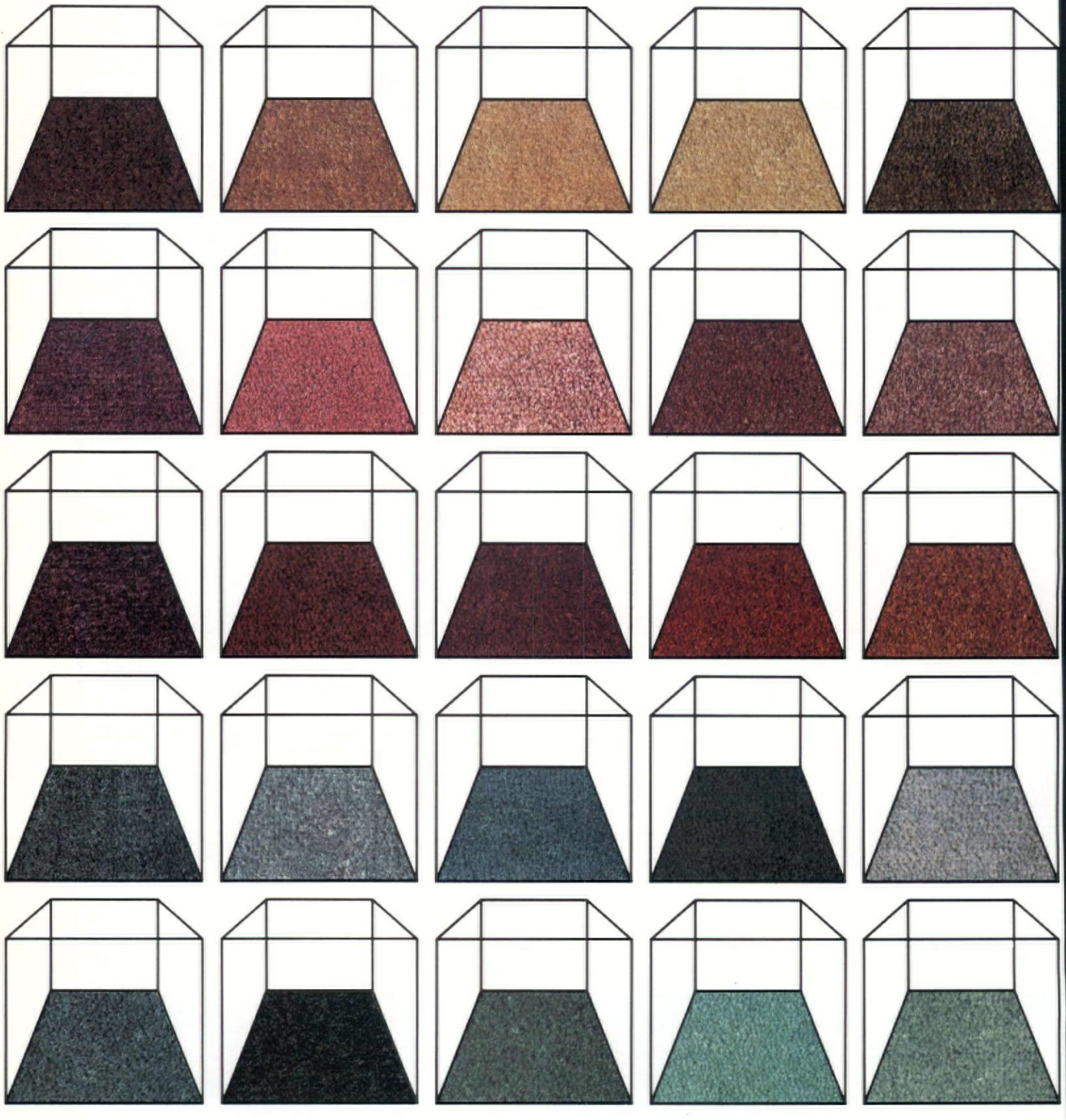
SEE US AT NEOCON, SHOWROOM 1049 C & D, MERCHANDISE MART

ARTOPEX CANADA
Head office :
Artopex Inc., P.O. Box 435, St. Martin, Laval, Que., Canada H7S 1Z9. (514) 332-4420, Telex 05-25849.
Showroom and/or representation :
Halifax, Quebec, Montreal, Ottawa, Toronto, Winnipeg, Calgary, Edmonton and Vancouver.

ARTOPEX USA
Artopex (U.S.), Inc., Merchandise Mart, 1049 C&D, Chicago, IL 60654. (312) 644-1049, Telex 00-280011.
Showroom and/or representation :
Atlanta, Boston, Chicago, Dallas, Denver, Detroit, Hyattsville, Los Angeles, Miami, Minneapolis, New York, Philadelphia, St. Louis, San Francisco, Seattle and Washington.

Circle 100 on reader service card

What new directions in color will interiors be following? Karastan offers 50 subtle hints.



Our new Monitor line shows foresight on two levels. We've not only anticipated the color trends in interiors but your practical needs as well.

Karastan's Monitor is an ultra-dense carpet fashioned in ANSO IV® nylon with HaloFresh.™ This is what gives Monitor its outstanding resistance to wear, soil and stains, built-in static control and anti-microbial protection.

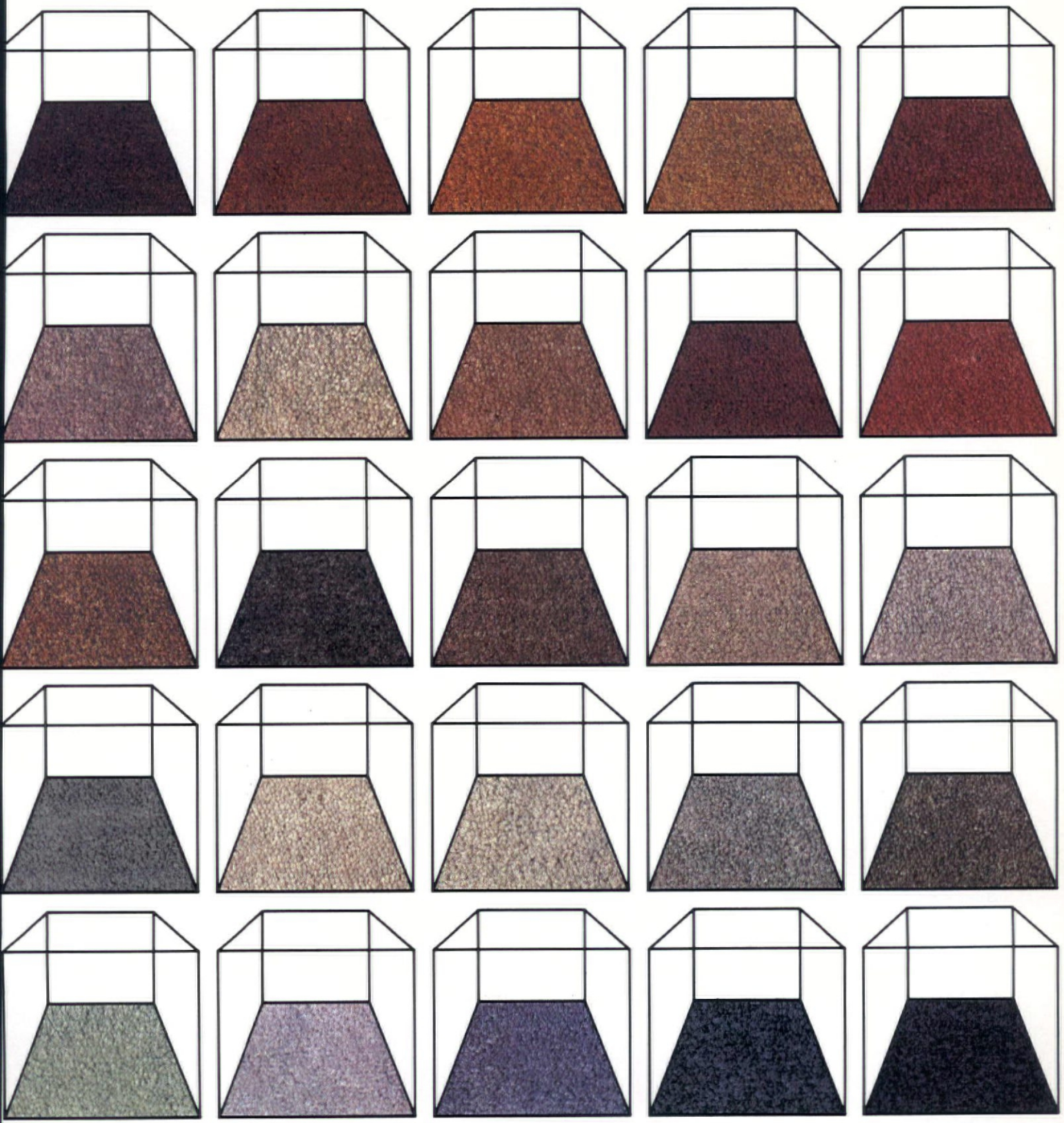
In light of all this, we can safely make one more prediction: the Karastan you buy today has a splendid future.

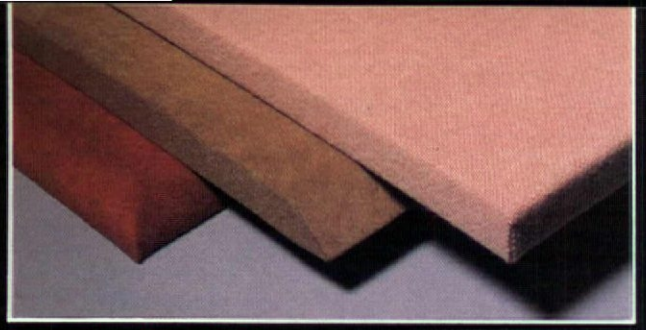
Karastan®

Karastan Rug Mills, a Division of Fieldcrest Mills, Inc.

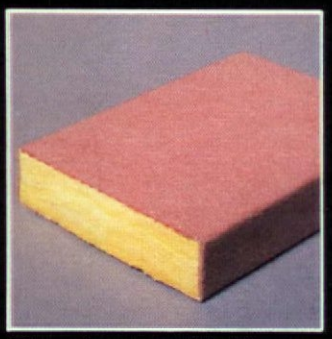
PERSPECTIVE '84 CARPET
Attend our seminar on
"The Visual Language—Shape and Texture"
Jointly sponsored with
Allied Fibers at NEOCON XVI
Tuesday thru Thursday 10:30 am & 2:45 pm,
Karastan Showroom 1873

Circle 45 on reader service card





Radius Edge, Beveled Edge, Standard Square Edge.



All core is press-molded fiber glass, light in weight and with a minimum .85 NRC.



Tackable Surface.

Sound-Ab-Sorb™. A Versatility To Stifle Sound Not Creativity.

Introducing Sound-Ab-Sorb,™ the first noise reduction system that gives you complete creative flexibiltiy. Sound-Ab-Sorb,™ a molded fiber-glass core, fits any space you will encounter. The standard light-weight panels come in a complete range of sizes. And can be die-cut and custom tailored to fit walls and as baffles and banners for ceiling treatments or wherever noise reduction is necessary. It is precisely this advantage of customization that allows Sound-Ab-Sorb™ to be the most cost efficient in the industry. There is no expenditure for waste.

The versatility doesn't stop there. Sound-Ab-Sorb™ offers you the most versatile selection of fabrics and colors ever available. Select from an unlimited collection of inherently flame-retardant fabric lines. All in stock and in a complete range of colors and textures that enhance any designs you create.

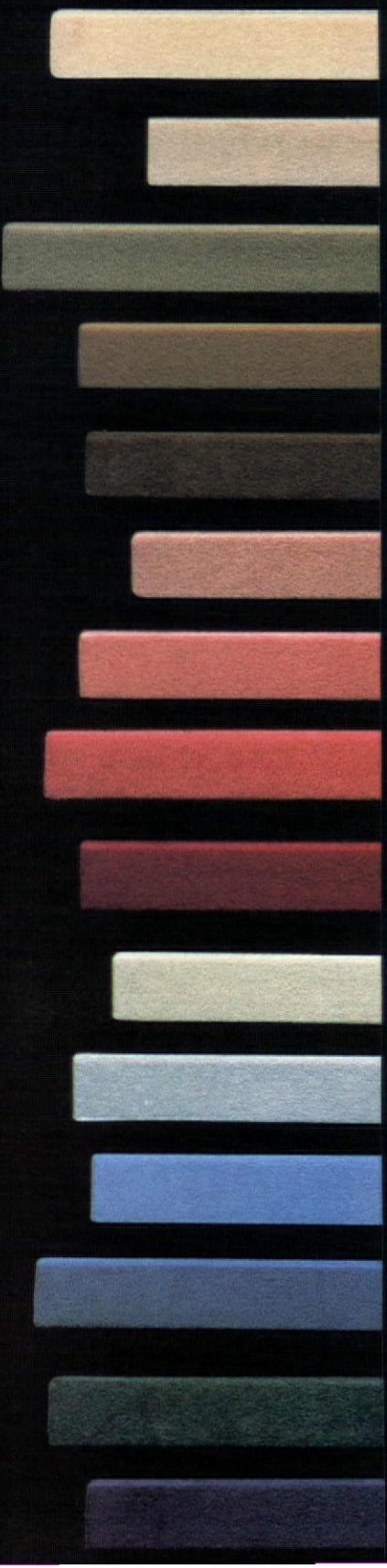
It's the perfect solution for offices, computer rooms, restaurants, hospitals or any other situation where acoustics and aesthetics must be controlled. Write us today for more information and the outstanding test results. You'll discover versatile fabrics and a noise reduction system that is pleasing aesthetically as it is acoustically. The fabric shown to the right is Regal.

Sound-Ab-Sorb™ by Regency Fabrics
66-26 Metropolitan Ave. Middle Village, NY 11379
800 • 221 • 3510 212 • 821 • 2510

SOUND AB A NOISE REDUCTION SYSTEM SORB
BY REGENCY FABRICS

DU PONT DACRON®
A Beautiful Dependable

Circle 46 on reader service card



CONTRACT QUOTES

DESIGN COMMITMENT IS GROWTH INVESTMENT



F. Dennis Pimental
Vice Pres./Gen. Mgr.
Hickory Business Furniture
Hickory, NC—

"A commitment to design should guide a corporation's every activity. It should grow from within the company rather than be sought from outside, and it must be integrated and evident at every point where the company and its products come into contact with the public. Companies which demonstrate a commitment to design frequently have histories of sustained growth and profitability. Design is not a corporate intellectual exercise; it's a prudent investment to insure survival and growth."

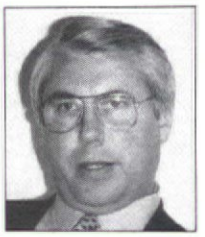
UNHEALTHY SPACES CAN BE COSTLY



Barbara Cohrssen
Industrial Hygienist
Occupational Safety & Health Advisor
Stanford University
Palo Alto, CA—

"Seven out of 10 people work in offices, and we spend about 75 percent of our time indoors. The indoor environment can be costly if it isn't healthy. Health complaints are not new in the office. Years ago, complaints were that it was too hot or too cold. Now, they include eye irritation, nausea, headaches, dizziness, and more. People contribute to indoor pollution by smoking. Materials and equipment are also contributors. The first step in evaluating a pollution problem is to characterize its extent or nature. Check materials and equipment. Determine what's new, what's been changed, and whether or not anything is due for maintenance. Providing a healthy environment begins with design."

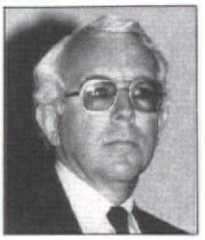
LISTENING IS KEY TO COMMUNICATION



William R. Whaley
FASID
Hellmuth, Obata, & Kassabaum Inc.
Washington, DC—

"Communicating with corporate executives is not any different from communicating with anyone else, if the proper vocabulary and listening techniques are being used. During the design selection process, the difference between participation and success rests with communication. Listen to what is meant by the words used, and don't be afraid to ask questions. Many people don't ask questions because they think it will make them appear stupid. Actually, questions translate as intelligence. Also, avoid being defensive and avoid preconceptions. Think about words used."

CARPET MODULES MEET OPEN OFFICE NEEDS



Robert Yates, Jr.
Marketing Business Manager
Milliken Contract Carpets
LaGrange, GA—

"In today's open-offices, the design of the furnishings is one of flexibility and adaptability. Moveable partitions are easily accommodated with modular carpet and although modular carpet costs more up-front than broadloom, its lower life-cycle costs justify the price. Modular carpet also has a greater life expectancy than broadloom or vinyl asbestos, and in most cases it can qualify for investment tax credit."

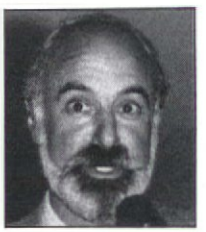
IMPROPER LIGHTING TIRES THE EYE



Matthew Mills
AIA
Partner
Robinson, Mills, & Williams
San Francisco—

"The desirable thing to do in designing workstation lighting is to take light spots out of the ceiling. Also, territoriality in the modern workplace is guarded fairly closely. If lighting can be oriented around individual workplaces, we can then put lighting where it counts and people feel as if they own it more. This helps productivity. Glare-free and reflectance-free workplaces are desirable; shadows are an enemy. The eye can't accommodate conflicting environments and has a 'nervous breakdown.'"

INDOOR POLLUTION DECREASES PRODUCTIVITY



Dr. Hal Levin
Researcher
University of California
Berkeley, CA—

"Pollutants can negatively affect our productivity and mood, and good designers will take this into account and do their best to control pollutants which include building materials and equipment, furnishings, maintenance materials, consumer products, and appliances, to name a few. We are also affected by light pollution such as glare, over-illumination and under-illumination, noise pollution, chemical contaminants, and microorganisms. Common work-related problems attributed to indoor pollution include irritation of the eye, nose, and throat; shortness of breath; chest tightness; dry skin; and sinus trouble."

SYSTEM-R

A framework for change. In the business world, change is constant. Big change...:"Tele



within three years." Small change...:"Congratulations,

And change that's

"He likes oak,

neutral,

and mauve."

ness. That's why

the heart of "System R" is the frame, giving

components and

power distribution within the system. And

To find out how System R

can give you a framework for change, call toll-free: 1-800-253-8104.

communications will double



Joan, on your promotion."

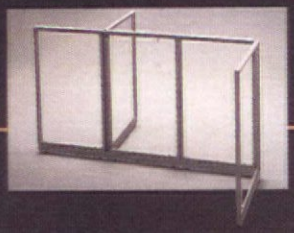
impossible to foresee..."The new CEO hates turquoise."





American Seating understands the changeable nature of busi-

you the ability to reconfigure,



change panel inserts,

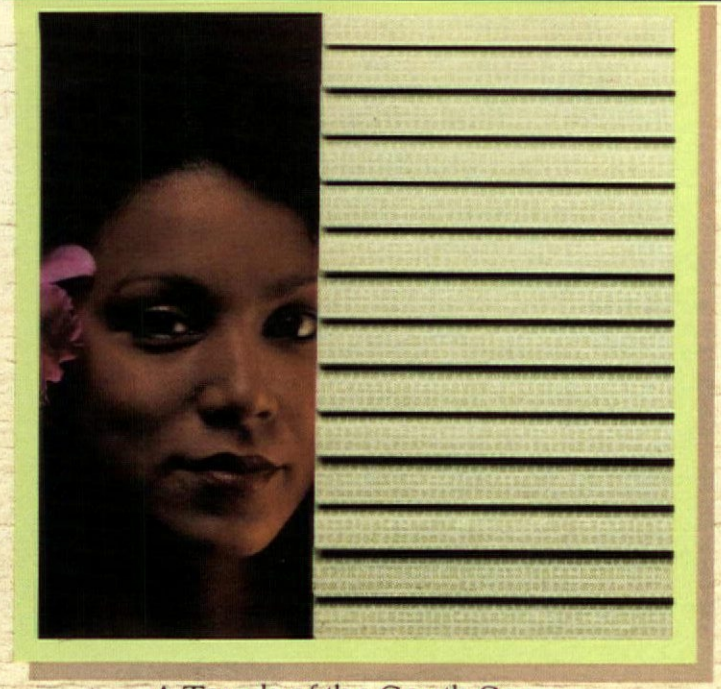
that makes any change possible.

American Seating

Innovative Response...by Design

or write: "Framework" American Seating, Inc., Grand Rapids, MI 49504

Circle 47 on reader service card



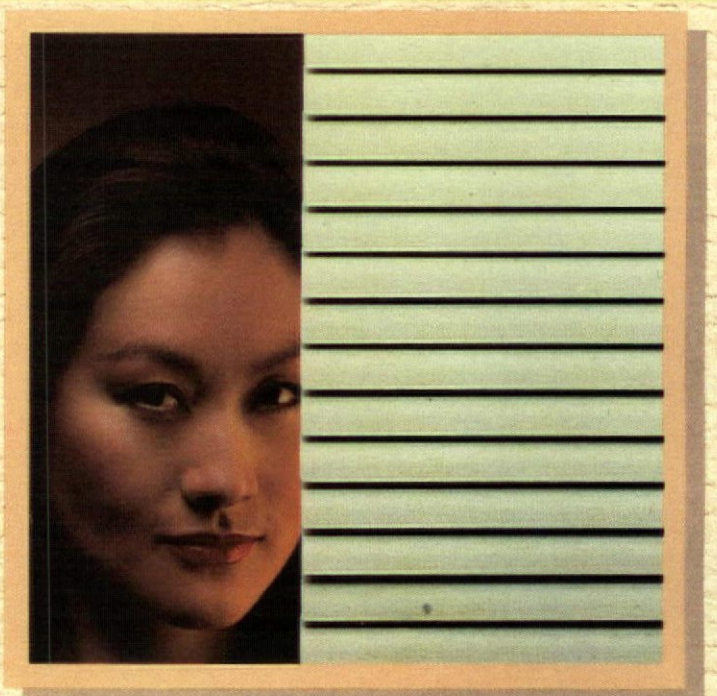
A Touch of the South Seas



A Touch of the Highlands



A Touch of the Old West



A Touch of the Orient

New Bali® SofTones.

Experience the Soft Touch in Mini-Blinds.

A touch of the South Seas...a touch of the Highlands ...the Orient...the Old West...Bali took popular design themes and turned them into a softer look in mini-blinds ...new Bali® SofTones.

The newest addition to the Bali Classics Custom line proves once again how versatile decorating with Bali Blinds can be. Now you can carry your special motifs to the windows, with Bali SofTones. In six exciting printed textures, four specially matched colors. Add a soft touch to your design ideas, with new Bali SofTones.

For your designer brochure, send to: Marathon Carey-McFall Company, Dept. ST, Box 500, Montgomery, Pennsylvania 17752.
A Division of Marathon Manufacturing Company.

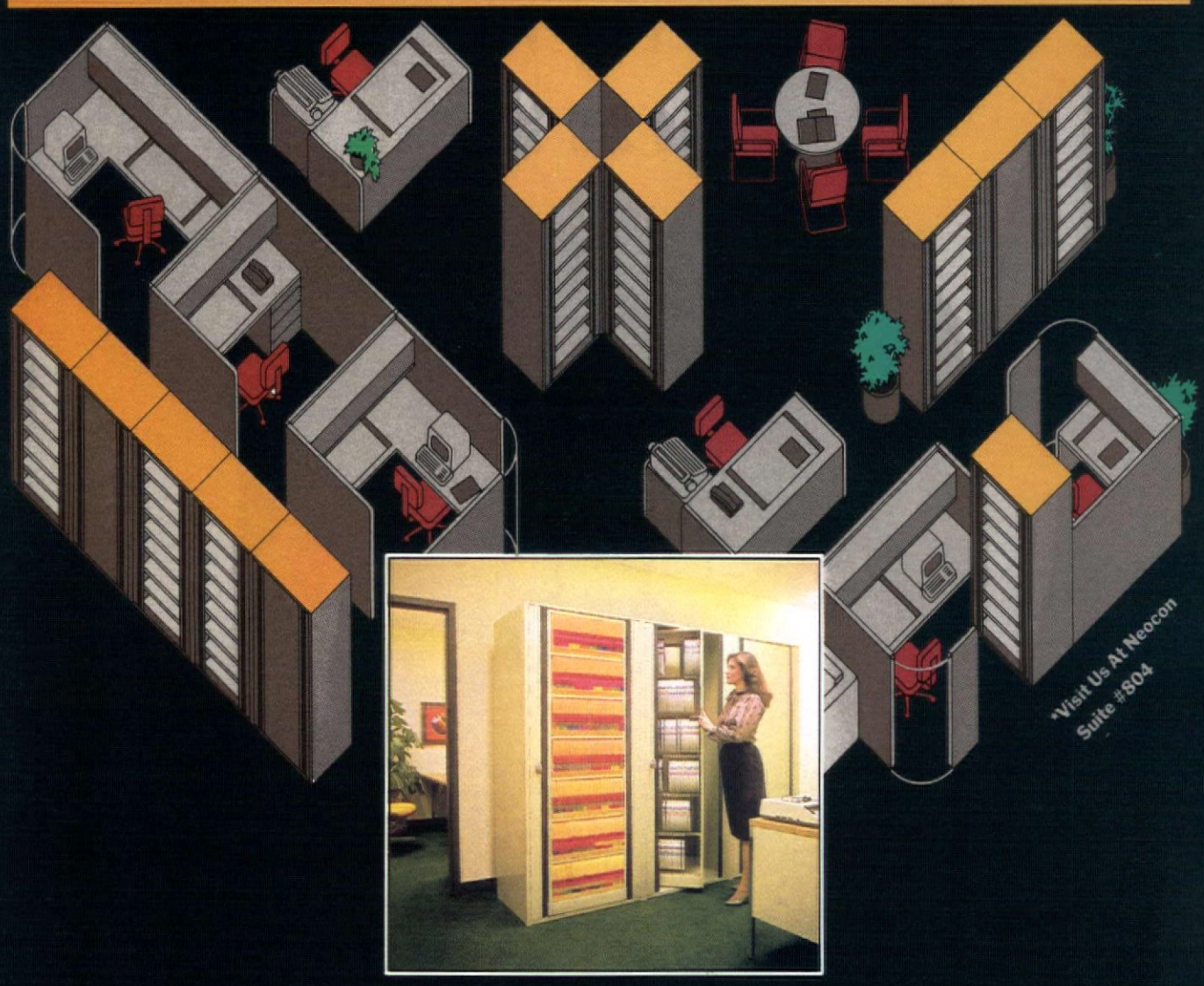
BALI BLINDS®
BALI IS BLIND IMAGINATION.
A Penn Central company

Circle 48 on reader service card

AURORA

ROTARY-FILE

DOUBLE-FACE ACCESS FROM A SINGLE SIDE



Finally, A Storage System Designed for the Open Plan–Aurora Rotary-Files.

At last, a storage system that interfaces with the open plan. The Rotary-File can be accessed from both sides forming a productive divider between work stations that provides simultaneous access for both operators. Or, units can provide double-face access from a single side by placing them against a wall or partition.

Rotarys provide quick access to file folders, computer tapes and printouts...or any media. And with an easy turn, material disappears behind the revolving panel for a clean look that enhances any office. Send for details on how the Rotary-File can increase filing density in your office layouts.

Aurora Steel Products, 580 South Lake Street, Aurora, IL 60507, Tel: (312) 892-7696

Circle 49 on reader service card

H B F



AJ Conference Series. An elegant, light scaled conference table series distinguished by open architectural form, refined cabinetry, and a choice of hand rubbed lacquer finishes on Cherry wood. Available in carefully proportioned round or capsule form, a distinctive choice for board rooms, conference areas and executive offices.

HBF Hickory Business Furniture
P.O. Box 8 Hickory, North Carolina 28603
704 328 3064



Circle 50 on reader service card

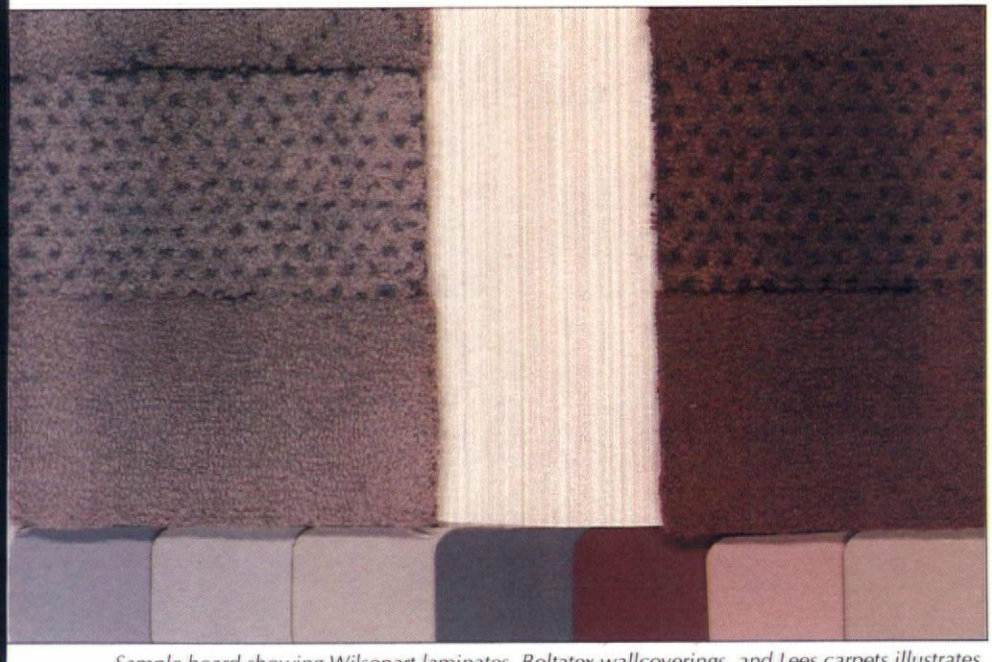
CONTRACT

COLOR LINE



By Katherine Forman

Coordinated product groups confirm color directions



Sample board showing Wilsonart laminates, Boltatex wallcoverings, and Lees carpets illustrates how color lines easily correlate when combined in manufacturer presentations.

"An excellent vehicle for product presentation" is how Lees Carpet advertising director Jim Harper describes his firm's participation in a coordinates collection. Lees is one of many manufacturers involved in programs that market complementary furnishings collectively in harmonious styling programs.

Created to ease the designer's access to complementary furnishings, the collections group a variety of products by colorway to illustrate how they correlate in a designed environment. As a result, they offer designers and manufacturers a secondary benefit by confirming color directions the industry is following.

Wilsonart, which along with Boltatex Wallcoverings participates in the program with Lees, stresses the value of these collections as trend-*reinforcers*. In fact, Wilsonart design director David Embry notes how his firm is reluctant to use the program to *set* color trends. "The designer is very specific in requesting that manufacturers refrain from doing his job for him with these collections," he explains.

In the home furnishings industry, coordinated product groups serve the consumer who does not use a designer and is too busy to shop for harmonious decorative items. Manufacturers benefit since the shopper will lean toward purchasing a certain bedspread if it matches the draperies she has already selected.

In establishing a similar program for contract furnishings, Ken Walker of The Walker/Group applied the same principle to the busy specifier. Upon launching his concept in early 1983, he noted that "the object of the program is to provide specifiers with more creative time with products *designed* to match or coordinate in a cohesive interior plan." Participating manufacturers in this program include Nevamar laminates, Karastan Carpets, Scalamandre fabrics, and Franciscan ceramic tile.

According to a spokesman from Karastan, the colors from the program hold their own, thanks to Walker's effective styling. However, they do not outsell other Karastan products simply because of the available correlates, he explains.

May be risk in custom programs

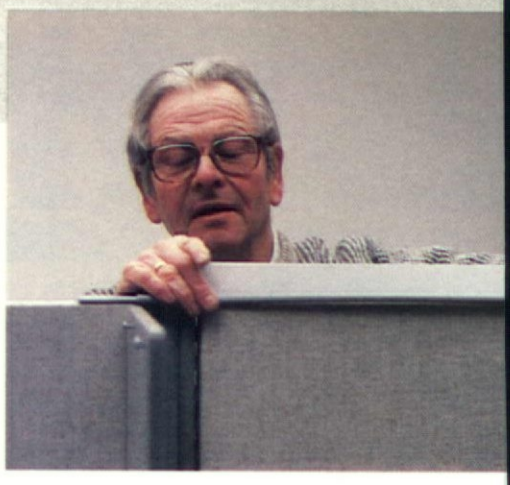
Indeed, the expectations manufacturers may have for correlate program sales may have to be held in-check. Cautions Wilsonart's Embry, "It is better for a manufacturer to avoid developing special lines or styling for a given program because some products in a group may not sell, thereby negatively affecting other lines in the package. Correlates, in addition, are difficult to promote on a national level since each region has different manufacturer preferences. Creating special colorations for a program of this type can represent a heavy financial risk for manufacturers."

Laminart, which maintains a coordinates program with Genon wallcoverings and Bentley Carpets, also refrains from developing colorations specifically for the program. To this firm, the program has proved an invaluable tool because of its wide distribution; it also helps track sales records for specific colors. This information derives from statistics supplied by other participants and is buttressed by Laminart's own data.

Just as Laminart may use this information to overhaul its color line, specifiers can use coordinated product collections to check their own color preferences against those of their colleagues. This function may prove more important than using the groups as a key to complementary product lines.

Submissions to CONTRACT's monthly Color Line column should be directed to Color Line, CONTRACT, 1515 Broadway, New York, NY 10036.





Neo7 workstations may be functionally tailored for any office task.



Domore

on Albinson,
lesigner of Neo7
or Domore.

Neo7



Steelcase has dealers everywhere.
So has Domore.

Herman Miller has a reputation for quality.
So has Domore.

Westinghouse has a most adaptable system.
So has Domore.

Knoll uses recognized product designers.
So does Domore.

Haworth has low prices.
So has Domore.

So why use Domore?
Why not?

Domore Corporation
2400 Sterling Avenue
Post Office Box 1289
Elkhart, Indiana 46515
Tel. (219) 293-0621

Circle 51 on reader service card



Stop dirt at the door with style!

Construction Specialties gives you two elegant new ways to control tracked-in dirt, mud and slush.

C/S Pedigrid is a complete system of permanent recessed treads that allow dirt to fall between heelproof rail openings into a cleanable recess below.

C/S Pedimat offers the flexibility of surface-mounted installation, in addition to recessed application, and provides relief in foot-fatigue situations.

Pedigrid and *Pedimat* do the jobs that have to be done—stopping dirt, mud, sand, and water at the door; reducing interior floor maintenance; protecting the safety of visitors and workers. At the same time, both *Pedigrid* and *Pedimat* build the designer's palette with a broad range of contemporary colors, textures and surfaces including Dupont Antron III® carpet.

PEDIGRID/PEDIMAT

Pedigrid/Pedimat is custom fabricated to any size or shape. *Send for literature!*

Construction Specialties, Inc. C/S *• Muncy, PA • San Marcos, CA • Mississauga, Ont.*

Circle 52 on reader service card

U.S. Patent Nos. 4,112,640; 4,029,834; 3,783,471 Canadian Patent No. 967,213



Get your new Brown Jordan Contract Catalogs!

Easy-use design helps ease specifier/buyer decisions.

Brown Jordan has two new catalogs available at no charge to qualified contract specifiers. Brown Jordan metal furniture for poolside, patio, balcony or anywhere attractive and durable leisure furniture is needed; and Brown Jordan Rattan for dining, lounges, guestrooms, lobbies or anywhere fine commercial grade rattan furniture is wanted.

Both catalogs are in full color and both have been designed specifically for the contract specifier, including large product shots that show excellent detail and complete specifications with each picture.

Along with the catalogs you will receive price lists and frame and seating color charts—everything needed to help make your job easier.

To order these valuable catalogs just tear out this page, clip your card to it, and mail to our Brown Jordan Contract Division at the address below.

Brown Jordan

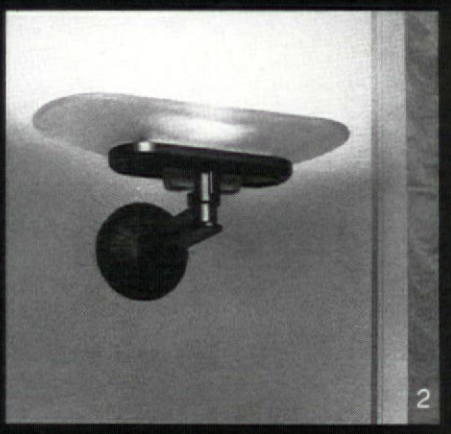
Brown Jordan Contract Division, Dept. XX672, P.O. Box 5688, El Monte, California 91734. Showrooms: Atlanta • Chicago • Costa Mesa • Dallas • High Point • Los Angeles • Miami
New York City • San Francisco • Seattle • Washington D.C. • Amsterdam • Dubai • Geneva • Hong Kong • Karlsruhe • Nicosia • Riyadh • Singapore • Sydney

Circle 53 on reader service card

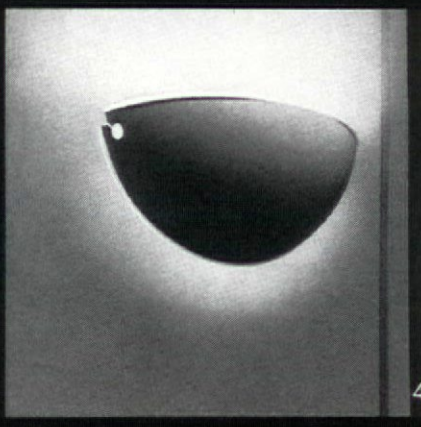
FLOS | arteluce

DO MORE THAN TAKE THE DARK OUT OF A ROOM.


1


2


3


4

☐ Each lighting design should give you an opportunity to add something beautiful to any interior. That's what Atelier International Lighting is all about.

1. The Frisbi. Suspended in space, Frisbi seems to be spun out of thin air. One lamp to create diffused, directed and reflected light.

2. The Wall. It's an IBD award winner, for 1982. It has a floor lamp that looks like a twin and feels at home in traditional or contemporary interiors.

3. The Ring. Now you can send light in any direction. The top circles at 360°. The bottom does a 180°. Move the light source, not the lamp.

4. The Quarto. Even if you turn it upside down, it'll still be one of our most popular and inexpensive lighting ideas. Fluorescent, or standard incandescent.

☐ These are only a few examples of our unique ability to create lighting designs, with UL listings. They know how to light up a room, even when they're turned off.

☐ Call or write Atelier International Lighting, 595 Madison Ave., N.Y., N.Y. 10022. Phone: (212) 644-0400. Outside N.Y., (800) 223-5220. Showrooms in Chicago, Dallas, Los Angeles, Washington, D.C. and Selected Dealers. Member ASID & IBD.

WORKS OF ART THAT WORK™

ai

Circle 54 on reader service card

Lighting designers lend expertise to interior spaces



By Dana Dubbs

The proliferation of lighting products, techniques, standards, and legislation has spawned an increasing number of lighting designers/consultants—professionals who have expertise in all of these areas. Whereas only a dozen lighting consultants practiced in the United States 10 years ago, nearly 200 are providing services today.

Supplying a link between the architect, interior designer, and building owner on one hand, and the electrical engineer and lighting source industry on the other, lighting designers contribute to interior design projects by addressing functional and esthetic concerns.

"Consultants not only enhance a design, but they also reduce maintenance, installation, and operation costs through proper selection of equipment," explains Alex Bonvini, Jr., IALD, Bonvini/Kondos Associates Inc., a New York firm.

"Too much light is currently being used in the wrong way, and a lot of energy is being wasted," he adds.

Services not fully known

Lighting designers agree that their role is not fully understood by interior designers. Although they offer a complete range of services including design analysis, preliminary layouts, generic equipment selection, and construction documentation/implementation, they are not being employed quite as often as they are needed.

Too frequently, their services are called upon after a project has begun, or they are given a very short lead time within which to work.

"I'm not sure we're selling ourselves properly, and that's part of the problem," says Marlene Lee, P.E., Marlene Lee Lighting Design Consulting Engineers, San Francisco. "Interior designers don't really understand the need for using lighting designers."

According to some lighting consultants, interior designers think that in order to hire a lighting designer, the project has to be big. However, because of the complexity of lighting design, any job can benefit from a lighting designer.

"Low-budget projects need consultants even more," adds Lesley Wheel, IALD, Wheel-Gersztoff Associates Inc., New York. "With less money available, it's even more important that proper lighting equipment is chosen."

Salesmen used too often

Another common gripe among lighting designers is that interior designers often rely on lighting salesmen to specify equipment.

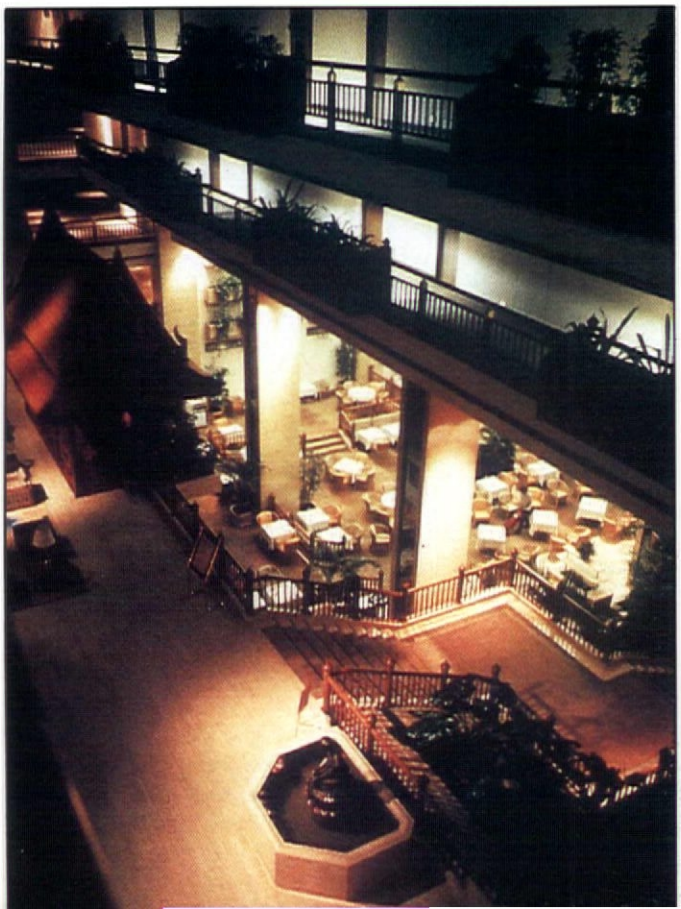
"Interior designers would never let a carpet salesman specify carpet or wallcovering, yet they will let a lighting salesman select the lighting," says Donald Gersztoff, IALD, Wheel–Gersztoff.

Specification errors are also made in techniques designers use to choose lighting.

For example, some interior designers are prone to choosing colors and finishes while in their own workplace setting, rather than under conditions that resemble those of the installation. It should be remembered that various light sources affect colors differently,

(Continued on p. 90)





Marlene Lee Lighting Design Consulting Engineers used a recessed fluorescent "skylight" to light the reception area of law firm Brobeck, Phleger, & Harrison, San Francisco (above). Bonvini/Kondos Associates illuminated guest corridors at the Bangkok Hilton Hotel with concealed fluorescent steplights. Incandescent par lamps accent a lower-level restaurant (left).

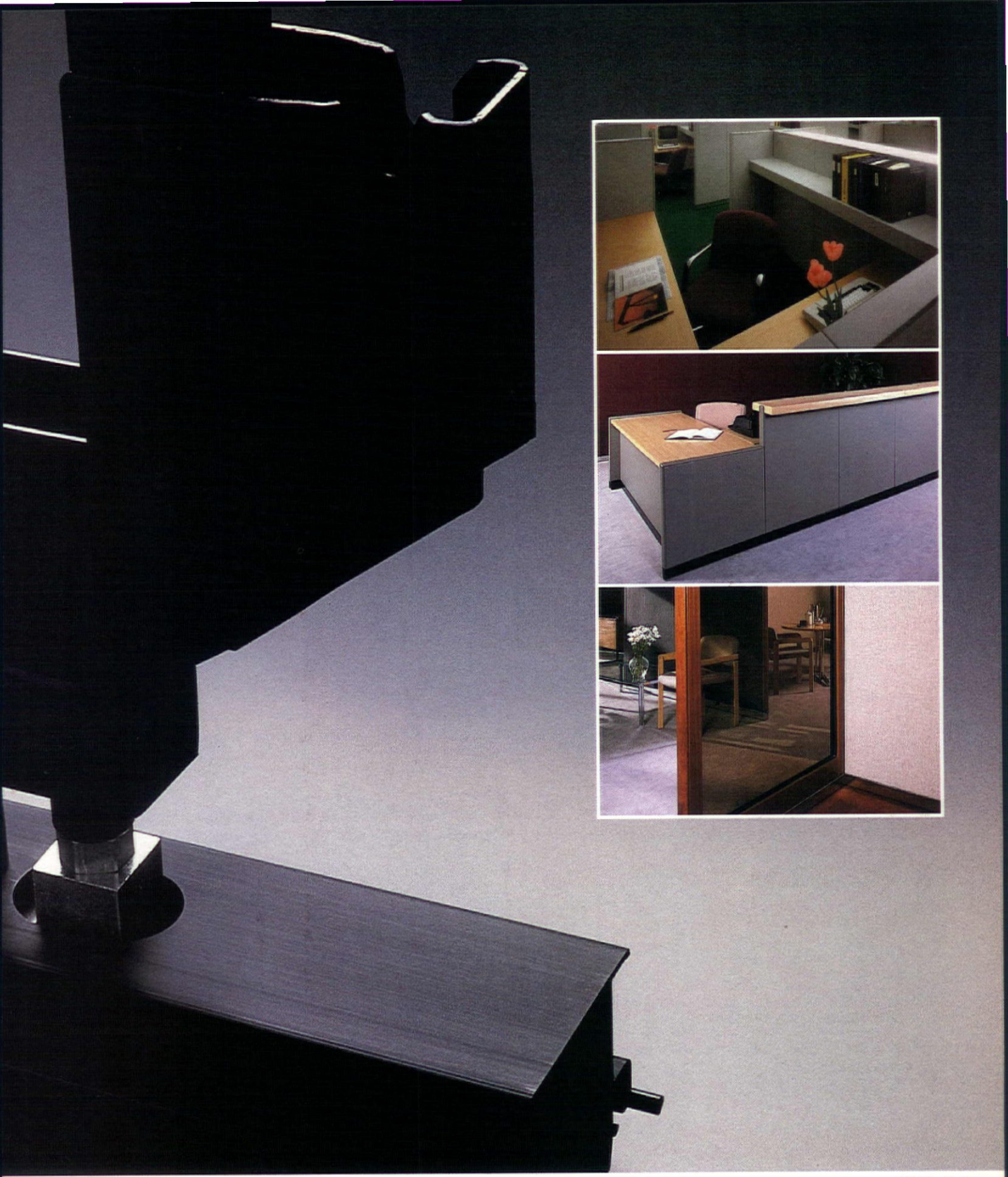
Elective Elements-1™.
It gives you the future without the shock.



Introducing Elective Elements-1™ from Stow|Davis. EE-1™ is an open-plan system that provides your clients with the unparalleled capability of blending the electronic needs of tomorrow's office with the human needs of today's worker.

For example, EE-1's tubular steel inner structure which accepts any of a wide range of panel surfaces, provides specialized passageways for handling wiring needs including the most advanced telecommunications. Our Power Distribution System provides up to four 20-amp circuits which can be designated for appliances or dedicated for computer equipment.

But what is also significant about EE-1 is that for all its ability to accommodate state-of-the-art technology, it has not forgotten the simple art of making people feel comfortable. For



instance, our matched veneers and fabric-covered panel surfaces allow you to lend an unsurpassed quality of finish and color to the work area.

If you're interested in an open-plan office system that gives you the future without the shock, then visit our showroom at NEOCON. In fact, we guarantee the only shock you'll receive from EE-1 will be a pleasant one.

©1984 StowlDavis.

SD

STOW|DAVIS

GRAND RAPIDS

Circle 55 on reader service card



How to save time designing offices that save space and money.

Here's a study that proves good office design improves job performance, contributes to job satisfaction and more than pays for itself in increased productivity.

Using Office Design to Increase Productivity is the most comprehensive office design study ever conducted. This impressive two-volume, 500-page book is the result of six years of design research by the Buffalo Organization of Social and Technological Innovation (BOSTI). The study provides solid evidence that office design has a measurable effect on an organization's bottom line.

Individual facets of the office environment are discussed and analyzed as they relate to job performance and productivity. And, informative illustrations provide specific guidelines for designing the optimally productive office. These guidelines will save you time in the design process and you'll save your clients space and money.

Order this valuable study today.

Westinghouse Furniture Systems is sponsoring the publication of the BOSTI study, conducted by Michael Brill, to provide designers and facilities managers with the means to foster improvement in the area of white-collar productivity.

ORDER FORM

PLEASE SEND ME A TWO VOLUME SET OF THE BOSTI STUDY. I understand that the first volume will be sent to me within six weeks and that the second volume will be sent in November of 1984. I have enclosed a check or remittance for $100.00 made payable to Westinghouse Furniture Systems.

NAME_____

TITLE _____

COMPANY _____

ADDRESS_____

CITY _____ STATE _____ ZIP_____

SEND TO: BOSTI STUDY
WESTINGHOUSE FURNITURE SYSTEMS
4300 36th St. SE
Grand Rapids, MI 49508

Circle 56 on reader service card

LIGHTING LINE

(Continued from p. 87)

while light direction affects textures differently.

In the final analysis, specifications that lead to improper workspace lighting not only affect interiors negatively, but ultimately reduce the worker's visual performance, resulting in headaches, dizziness, and other problems.

"Most offices are poorly illuminated and productivity is suffering as a result," says Bonvini. "Bad lighting can also create dull environments which affect us adversely. Psychologically, people aren't comfortable in unpleasant environments and don't particularly like being in them."



Pendant-mounted fluorescent lamps with direct and indirect light distribution were used by Marlene Lee Lighting Design Consulting Engineers in secretarial areas at law firm Pillsbury, Madison, & Sutro, San Francisco.

Consider lighting criteria

Criteria for lighting the workplace ought to account for task brightness as well as surrounding visual brightness, including ceiling, walls, floor, and furnishings.

"Dark surroundings absorb more light than bright surroundings," says Gary Steffy, IES, IALD, Gary Steffy Lighting Design Inc., Ann Arbor, Mich.

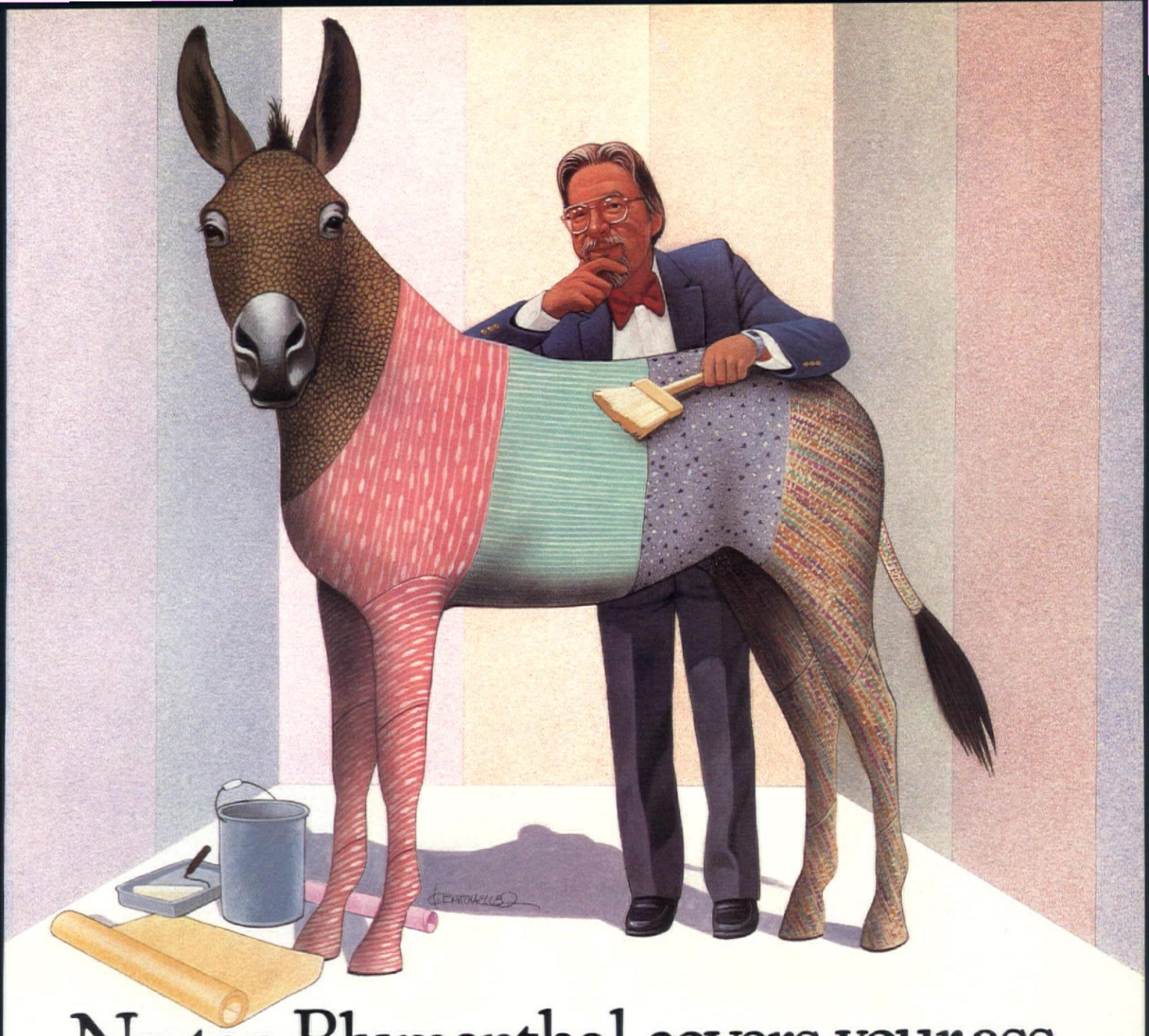
"Footcandle criteria are used to determine how much light must fall on a surface. This method is what a lot of interior designers and electrical engineers employ," he adds. "What they are not doing, however, is taking into consideration the factor of *surrounding* brightness or the fact that different tasks require different amounts of footcandles."

Technical expertise in specifying lighting, whether through footcandle measures or other means, is what recommends lighting designers to interior planning for commercial projects. For designers who may want to hire consultants it is helpful to know that the cost of hiring a lighting designer/consultant varies widely, but consultants who work on an hourly basis can generally be found for less than $100/hour.

In addition to hourly rates, fees may be based on a percentage of the cost of equipment (when working with architects), or a percentage of the design fee (when working with interior designers). "Lump sum" fees are also available depending on the job and contract.

"The cost of hiring a designer is peanuts in comparison to what the design will do in the building," says Wheel. "You can't look exclusively at what it's going to cost to hire the consultant and build the building. You've got to look at what the building's going to do throughout its entire lifetime."

Direct submissions to Lighting Line, CONTRACT 1515 Broadway New York, NY 10036.



Norton Blumenthal covers your ass

Most wallcovering and fabric companies are only interested in getting a nice fat order out of you.

Norton Blumenthal is out to cover you every step of the way.

For instance, you'll deal with people who understand your needs—who handle your order promptly and efficiently.

And when you order, we cover you with immediate delivery from the world's largest inventory.

It includes our imported Roman Wall handmade waxed wall covering. Along with 54" contract vinyls and prints, luscious linens, gorgeous grasses, sculpted high relief Sof:tred & Bumper-tec wallcoverings, plus a great supporting cast of silk fabric, strings and suedes.

Visit us at the D & D Building or ask for one of our representatives to call.

When you're out there battling for business, it's nice to know you've got Norton Blumenthal covering your rear.

Visit us at Neocon at the Walters Associates' Showroom, 12th Floor.

Circle 57 on reader service card

Norton Blumenthal inc.

Wall to Wall Coverings

979 Third Avenue, New York, N.Y. 10022

(212) 752-2535

Write or call for the Norton Blumenthal Newsletter, samples and prices.

- ☐ 54" Contract Vinyl
- ☐ Sculptured Sof:Treds™
- ☐ 54" Vinyl Prints
- ☐ The Elegant Silkies™
- ☐ Suedes
- ☐ Bartidi Silk Fabric
- ☐ Linens
- ☐ Acoustical
- ☐ Abaca & Grasscloth
- ☐ Custom logos
- ☐ Bamboo Moldings
- ☐ String Wallcovering
- ☐ Flannels for Walls & Upholstery
- ☐ Roman Wall™
- ☐ The Norton Blumenthal Newsletter

Shown: Sof:Treds, sculptured wall covering.

Color it with Douglass

Quality upholstery fabrics of ANSO® IV nylon with permanent soil & stain protection.

The most colorful innovation in the contract upholstery industry.

Douglass introduces the first woven upholstery fabrics of ANSO IV nylon — the fiber with permanent soil and stain protection.

ANSO IV nylon lets you "Color It With Douglass" beautifully — and with complete confidence. Permanent soil and stain resistance is built into every fiber of ANSO IV nylon, giving Douglass fabrics the most advanced protection available in the contract industry. Through this patented chemical process, most spills and soil particles are kept virtually suspended on the surface of the fabric where they can be easily wiped or vacuumed away. And, unlike topically applied treatments, the protection lasts for the life of the fabric.

But Douglass made fabrics of ANSO IV nylon more than functional. They're beautiful too, so you don't have to sacrifice design for performance. Douglass offers a color palette as broad as your imagination and a pattern selection that's truly refreshing. Douglass fabrics give you the strength and proven performance of nylon, brought to life by new loft and a texture that's natural to the touch.

ANSO IV nylon is also static-resistant. So, you can "Color It With Douglass" in static sensitive computer environments, too.

And, you can depend on Douglass upholstery fabrics of ANSO IV nylon to pass even the strictest contract use and safety tests, including the industry standards for wear, abrasion and flame resistance.

If you're a specifier, designer or architect who demands beauty that's more than skin deep...

Color It With Douglass

For more information call or write:

Douglass Industries, Inc.
P.O. Box 701
Egg Harbor, N.J. 08215

(800) 257-8551
(800) 642-9169 (New Jersey only)

Anso IV
ALLIED CORP. NYLON

See Douglass Fabrics at Neocon — Allied Showroom #10-118.

Circle 58 on reader service card





The most sophisticated mixed media filing system in the world is based on a concept so simple, and so obvious, it's almost embarrassing.



Look around today's office. The computer has deluged you with a whole new kind of media clutter. Diskettes, microfiche, printouts. Odd-shaped, over-sized media that simply can't be contained by conventional files.

Today you need a new system for media storage and handling. Today you need the DOCU-MATE® system.

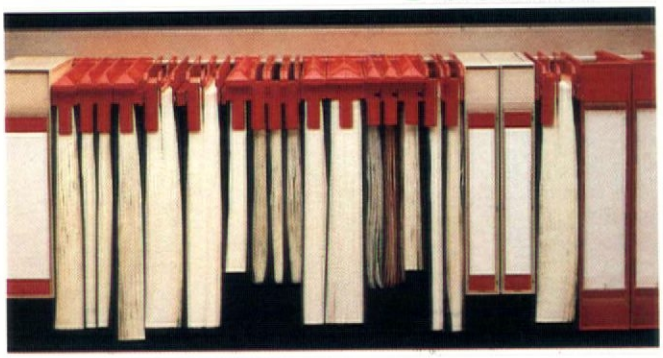
The DOCU-MATE system is unique because it's designed to store mixed media together rather than all over the office. And because our system will accommodate every form of media, in any office, you need only recommend one system no matter how diverse the needs.

What makes the DOCU-MATE system so universal? Simplicity. Our center-hook filing method is based on the same simple principle used in closets worldwide. As for flexibility, every DOCU-MATE filing device can be used in a variety of center-hook or conventional drop filing systems. Plus, the DOCU-MATE system is adaptable. So it can evolve to meet tomorrow's storage and handling needs, as well as today's.

It's no wonder most systems furniture manufacturers today are designing or adapting their products to accommodate DOCU-MATE devices.

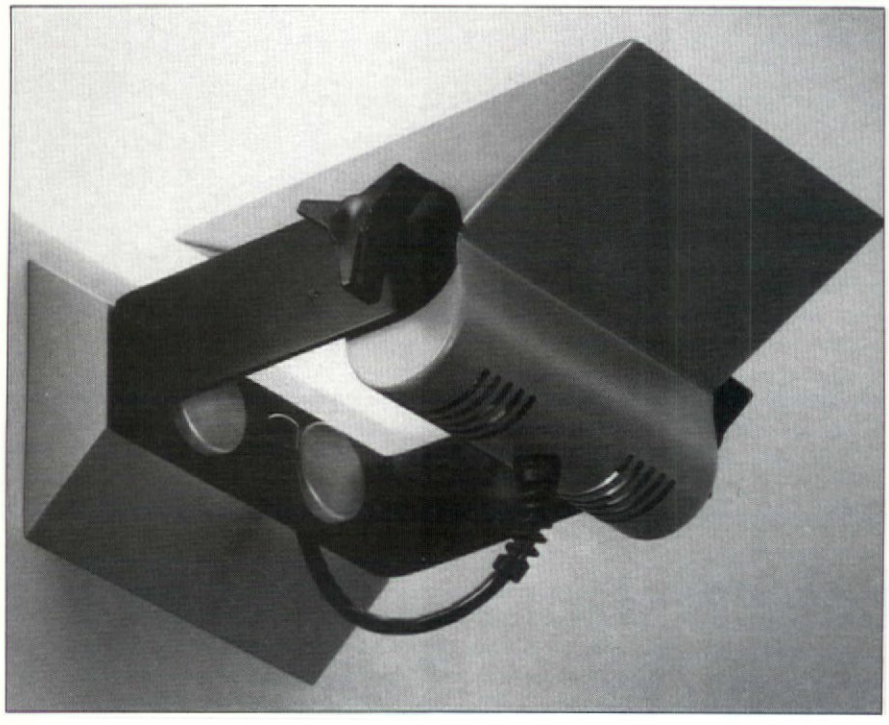
Look around you. The filing problem in office plans is complex. The solution is simple. The DOCU-MATE system, with it's unique center hook has come out of the closet. Learn how DOCU-MATE products can help you on your future projects. Contact Wright Line at 160 Gold Star Blvd., Worcester, MA 01606.

Wright Line
A UNIT OF BARRY WRIGHT



Wright Line's DOCU-MATE center-hook filing system can be seen at a number of leading furniture manufacturer's exhibits at NEOCON.

Circle 59 on reader service card



Up light features industrial look

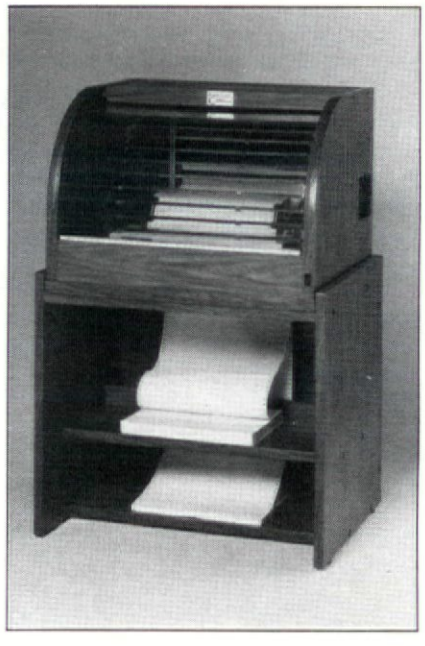
"Techlinea," an industrial-look uplight wall bracket from Boyd Lighting Co., features a rotating hood and halogen lamp. Fixture measures 8⅛- by 6-in., projects 10½ in., and is available in all-black, or black with white, red, or blue hood. **Circle No. 307.**



Tape measure uses ultrasound

Exergen Corp.'s "Rangescanner," a pocket-size tape measure, operates on ultrasonic principle via push-button control. Three-digit LED display locks in distance readings of up to 35 ft., and a "scan" feature permits continuous measurement at a rate of three measures per second. Unit is offered with battery, nylon carrying pouch, and one-year warranty. **Circle No. 306.**

Roll-top cover enclosure reduces printer noise



"Roll-Acoustic" enclosure from Hamilton Sorter provides envelopment and noise-reduction for word-processing printers and accessories. Transparent roll-top cover permits visual inspection of printed material as well as easy access to printer; access to computer printout is located outside the enclosure from the front or rear. Designed for use on free-standing printers or on workstation printer stands, unit is offered in a variety of sizes to accommodate most standard printers, including those with sheet-feeders or other automatic attachments. Available finishes include walnut, oak, and putty. **Circle No. 304.**



Memory display editor automates lettering devices

AED Corporation's "Jetset 80/90," a memory display editor, plugs into a variety of existing lettering machines and upgrades both 80- and 90-character discs into mini word-processors. The system is offered complete with built-in memory and 24-character dot matrix display. A standard, typewriter-style keyboard is detachable and has a capitalization feature. **Circle No. 300.**

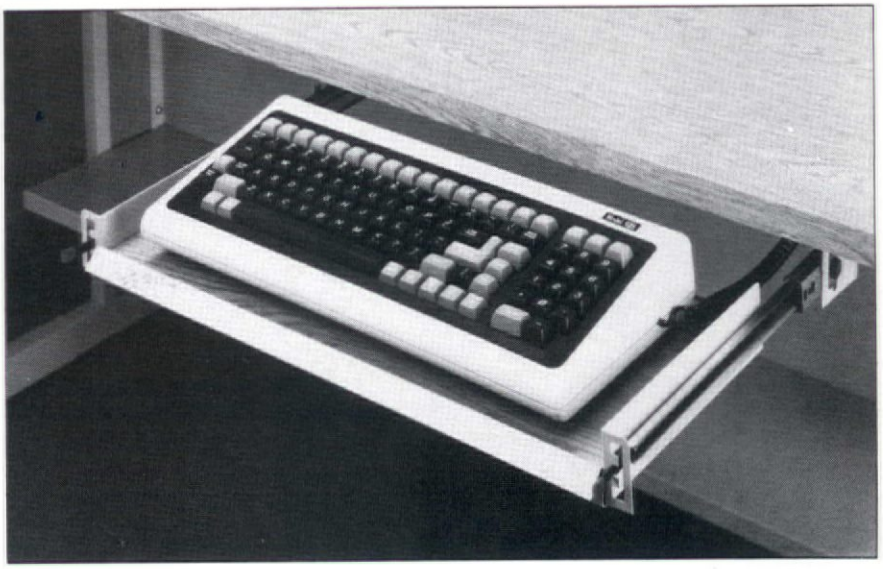


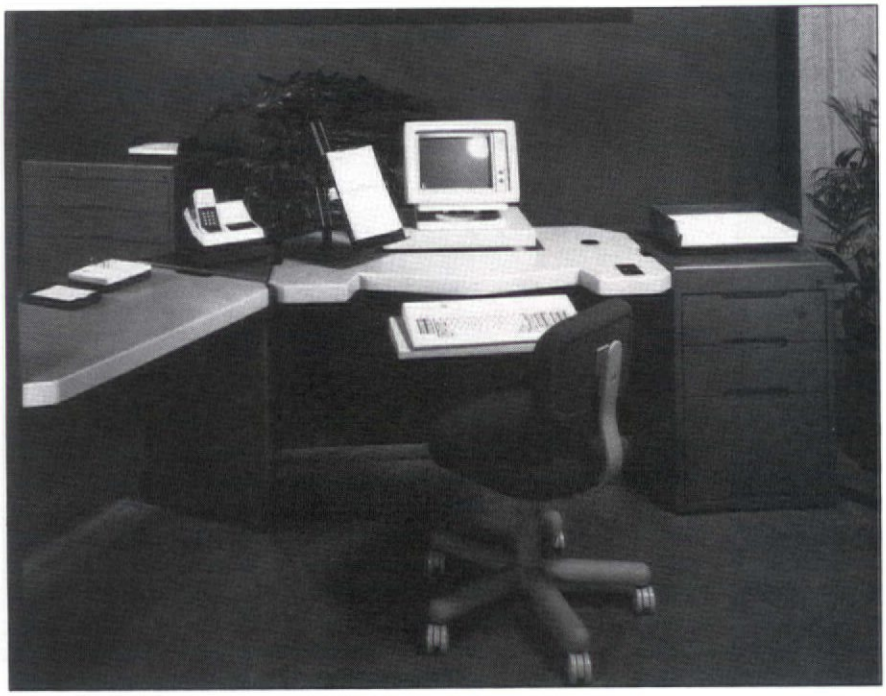
Tilt-swivel base provides new flexibility for shared computer terminal use

Dennison Monarch's tilt-swivel base for shared computer terminals rotates 360 degrees for easy access and flexibility, and tilts 15 degrees to adapt to lighting changes throughout the day. Available in two sizes, the smaller, 16- by 20-in. model accommodates display terminals, while the larger, 20- by 30-in. model supports terminal and keyboard. Each base features a padded undersurface and light-oak finish. **Circle No. 303.**

Retractable keyboard platform utilizes brackets

Tiffany Stand & Furniture Co. offers a retractable keyboard platform which fits into position beneath desk-height computer workstations via special brackets. The 21¾-in.-wide by 9½-in.-deep platform rides on steel ball bearings and slides, and can tilt, raise, and lower, as well as move in or out. An attached, soft-plastic palm-rest aids in minimizing potential arm and wrist fatigue.
Circle No. 305.



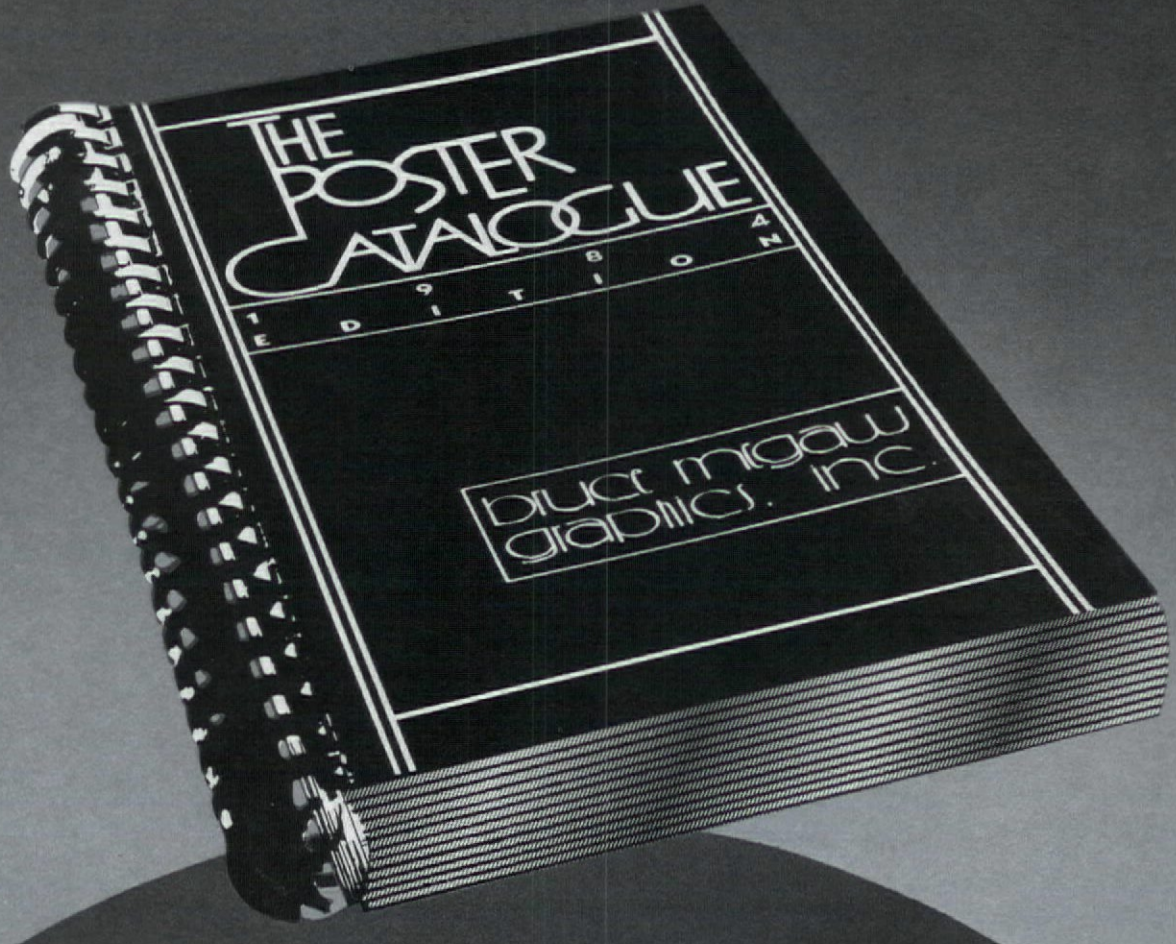


Modular furniture responds to electronic needs

"Network," a modular furniture line from Kimball, is tailored for flexibility to meet electronic information processing needs. The modular nature of the line permits worker-specific configurations of storage elements, worksurfaces, and VDT accessories including motorized lift units and keyboards. "Network" also offers storage components for floppy discs, hard discs, cassettes, and forms, as well as many types of computer media. Workstations are formed of 29- or 66-in. storage pedestals. Worksurfaces, offered in 24- and 30-in. depths and in lengths from 36- to 60-in., serve as links. Overhead cabinets may be installed. Cord management capability and task lighting are available.
Circle No. 301.

The Source

1215 Framed Images



Trouble-free drop shipping
Custom matting

Crescent QUALITY CARDBOARD

Security hanging systems
Contract specialists

The professional source for quality framed fine art posters

Available in anodized sectional aluminum, natural grain ash wood, and mica laminate mouldings

Write us today to request your copy of our 280 page 1984 Catalogue and custom designer kit.

B.M.G. FRAMED GRAPHICS, INC.
A division of Bruce McGaw Graphics, Inc.

200 Airport Executive Park Spring Valley, New York 10977 (914) 356-1881 or Toll Free (800) 221-4813

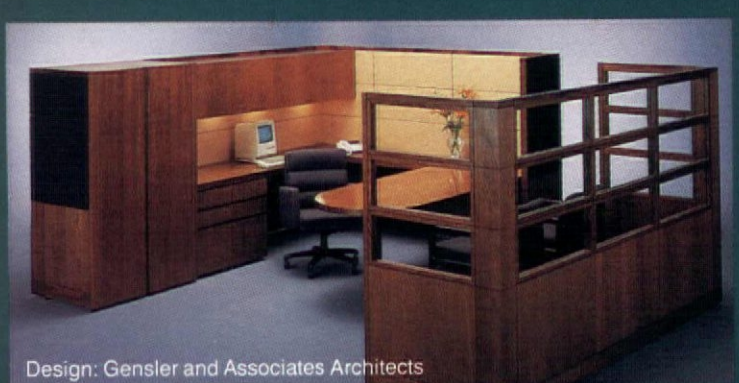
Circle 60 on reader service card

DOMAIN



Look at open office systems in a new light. Stretch your imagination with building block increments that grow into functional environments. Add a window; stair step a wall. Create space that is private without being confining. Domain is rich in light and color, warmed by finely crafted woods. Domain—a welcoming place to work.

Preview Domain during NEOCON
Showroom 9-108/9-112

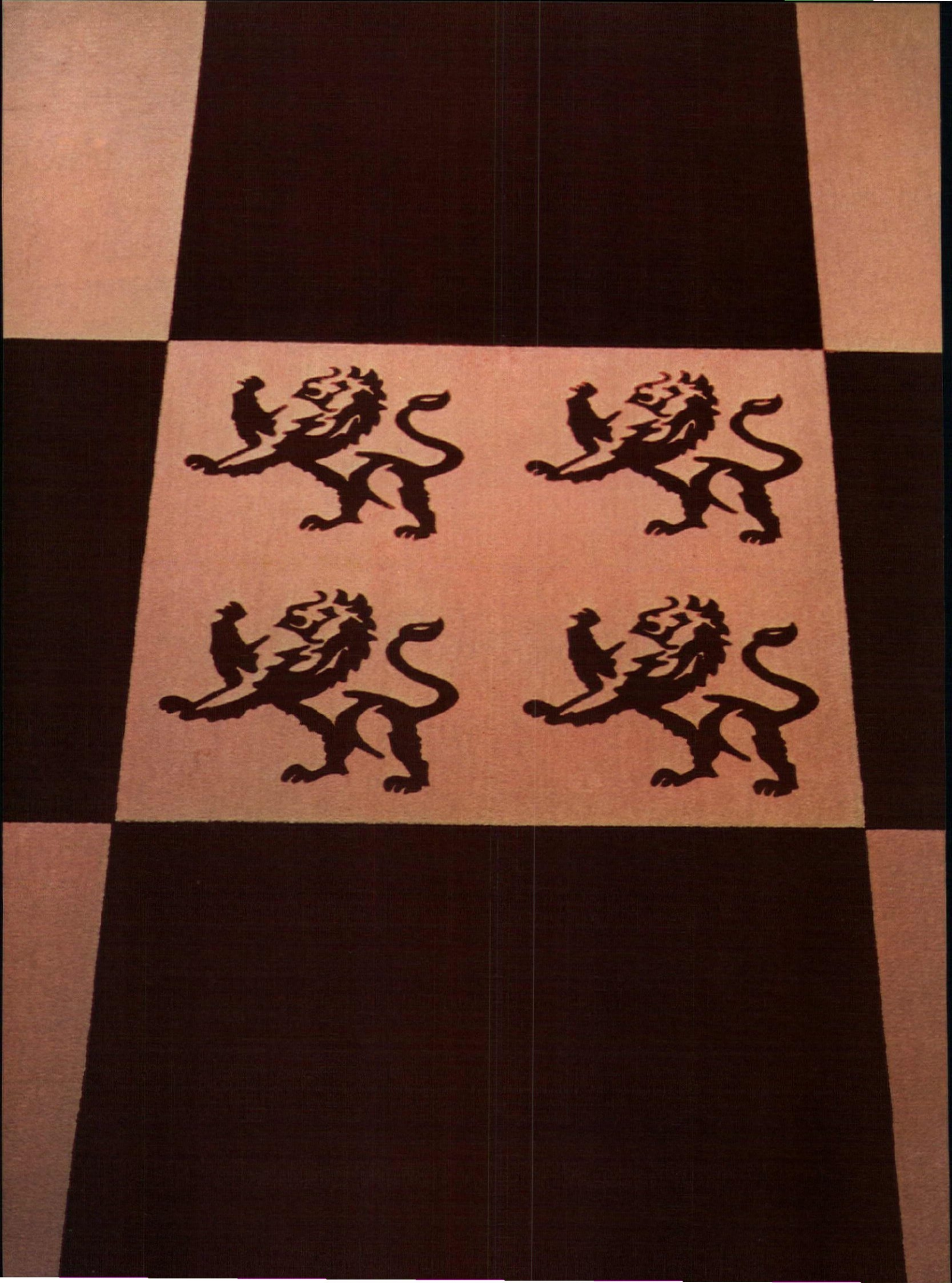


Design: Gensler and Associates Architects

SCANDILINE

1217 West Artesia Boulevard
Compton, California 90220 (213) 537-6411

Circle 61 on reader service card



Custom Design Modules.

No one makes it easier for you than J&J. (Or Better.)

J & J offers you flexibility unmatched by anyone, in specifying modules in custom-colors and custom designs.

CUSTOM MODULES. We can supply J & J Commercialon® tiles with your client's logo or other unique symbols. And we can do it at a cost and in quantities that make custom-design modules feasible for a wide range of applications. Your designs are applied by an advanced system that assures they will look crisp and sharp for the life of the carpet.

STOCK PATTERNS. J & J also offers you a wide selection of handsome stock patterns that are available in a spectrum of colors.

STATIC CONTROL. Also available with custom designs are J & J Computer Grade (CG™) Modules. They are unmatched by anyone, anywhere for their static control. They are your best choice for a broad range of static-sensitive applications.

THE J & J MODULE. You can't buy better. It is a technically advanced module that gives you all the tile advantages. They are free lay, absolutely dimensionally stable. A true module in every sense. Call or write us for details. Antron

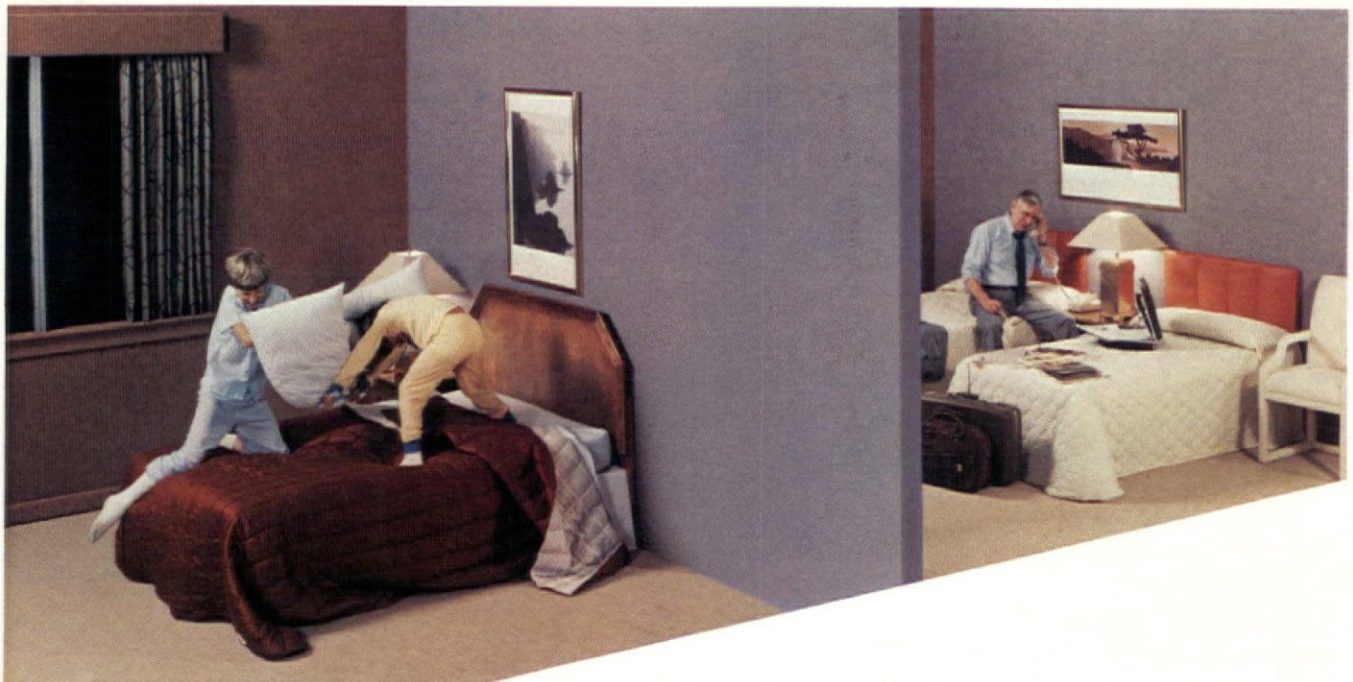


We make the difference.
J&J Industries, Inc.

CONTRACT CARPET SPECIALISTS

J & J DRIVE, DALTON, GA. 30720, 800-241-4586, IN GA. 404-278-4454

Circle 62 on reader service card

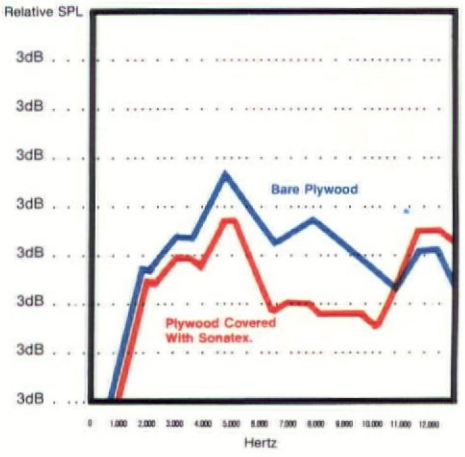


When the kids in Room 324 are raising the roof, the executive in 326 can peacefully clear up his work for the day, thanks to the quiet brought by Sonatex® textile wallcoverings . . .

Using the TEF* Analyzer—a new computerized test for measuring sound—Dr. E.T. Patronis, Jr., nationally known acoustics authority, and member of the Physics Department at Georgia Tech, showed that Sonatex reduces sound levels dramatically.

Even placed on bare plywood and subjected to frequencies much higher than those used in more common and older tests, Sonatex reduces sound by as much as 75 percent. *(See chart at right.)*

Sound Pressure Level Test Demonstrates Polaris Wall Coverings Reduce Sound Levels Up To 75%.



Sonatex®

makes sound sense

In today's increasingly noisy world, turning down the decibels is more important than ever in public buildings such as hotels and motels, restaurants, hospitals, or offices.

And when you consider that Sonatex comes in a number of handsome textures and dozens of colors, that it's surprisingly economical as well as a proved sound reducer, it certainly makes *sound sense.*

For complete test information and the name of your nearest Sonatex distributor, write or phone.

You are invited to see all the Polaris textile wallcoverings at NEOCON XVI, Space 10-140.

POLARIS MILLS
A Division of Amoco Fabrics Company
2907 LOG CABIN DRIVE / SMYRNA, GEORGIA 30080 / 404-351-6202

AMOCO

*Time/ Energy/ Frequency (TEF) is a registered trademark of Tecron Corporation.

Circle 63 on reader service card

Executive Desks
A Continuum in Design

A valuable resource for today's architectural-design environment must respond to the spectral requirements of contemporary and transitional design.

Tuohy presents four distinctive designs in executive desks as a continuum in contemporary-transitional design. All desks are produced from selected hardwoods and are presented with the highest regard for furniture excellence.

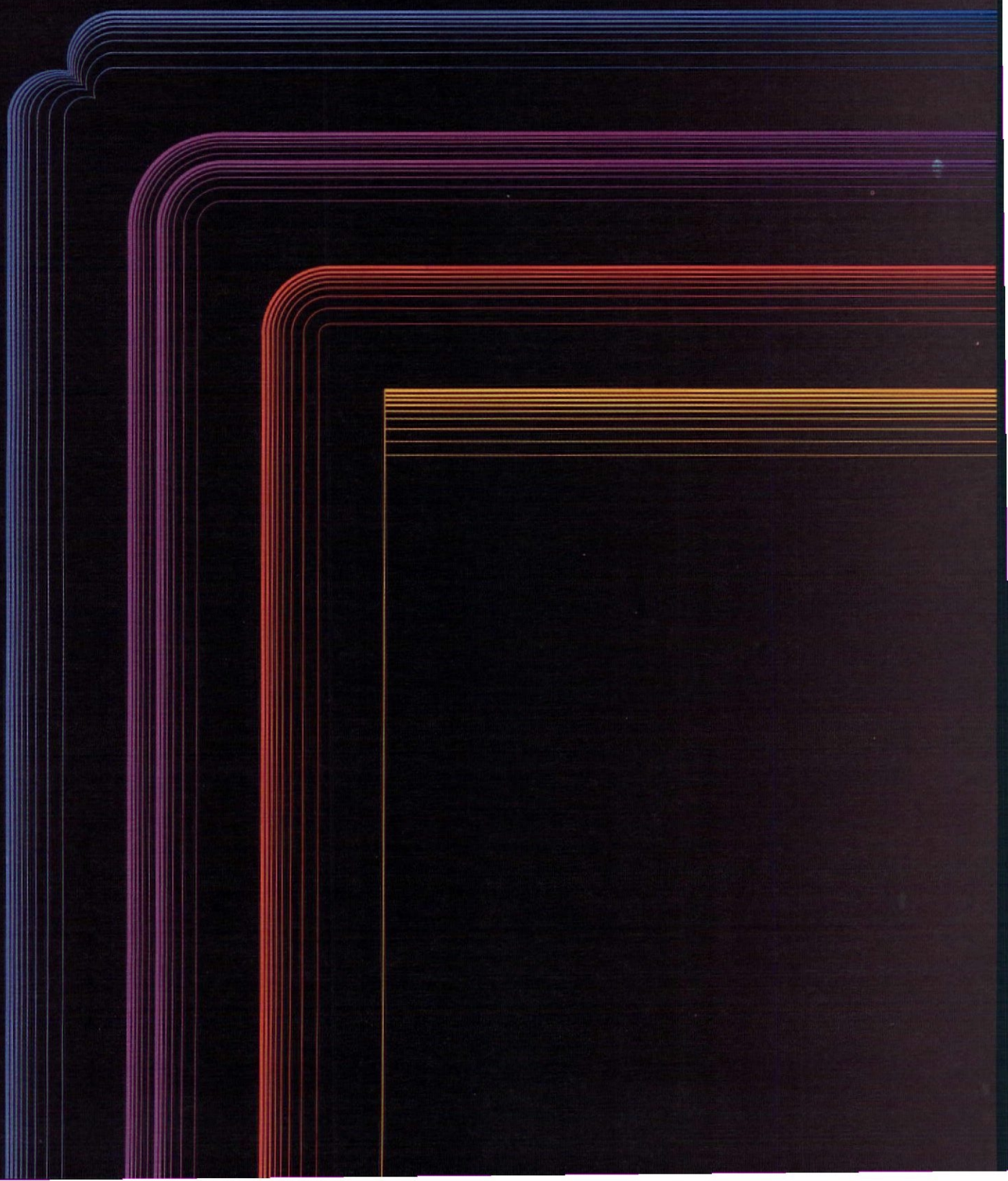
Join us at Neocon XVI for the presentation of these fine designs.

Tuohy

Tuohy Furniture Corporation
Chicago Showroom:
1057 Merchandise Mart

Additional information:
1-800-533-1696

Circle 64 on reader service card





Armour Weave™ is a richly textured wallcovering and upholstery fabric.

Armour Weave™ is the strongest contract wallcovering and upholstery fabric available. It will not tear, fray or ravel under the most severe conditions.

Armour Weave™ exceeds 100,000 double rub cycles on the Wyzenbeek Tester and has a Class A flame spread rating.

Armour Weave™ is backcoated and easy to install by using conventional methods and a pre-mixed vinyl adhesive. As an upholstery fabric, Armour Weave™ seams beautifully and is easy to manage.

Armour Weave™ is available in coordinating solids, stripes, tweeds and herringbones.

For samples and information, contact the distributor in your area.

ARMOUR WEAVE™ DISTRIBUTORS:

Arton Corporation
Atlanta, GA
1-800-647-3633/GA

Brod-Dugan Company
St. Louis, MO
1-800-346-1111/MO

Canada Wallcoverings
Scarborough, Ontario
416/752-0000
Telex 06-963565

Capital Asam, Inc.
Washington, DC
202/484-2554

Fashion Wallcoverings
Cleveland, OH
1-800-362-9930/OH
1-800-321-9907/USA

Gilford Incorporated
New York, NY
212/243-2700

Hirshfield's
Minneapolis, MN
612/332-6511

Kinney Brothers
Oakland, CA
415/261-4920
1-800-227-2392/USA

Midwest Wallcoverings
Elk Grove, IL
1-800-942-0345/IL
1-800-323-0364/USA

I. Lappin Wallcoverings
Boston, MA
1-800-882-1680
Philadelphia, PA
1-800-225-1537

Wall-Decor, Inc.
Hato Rey, PR
809/763-5140

Styles Shown:
#10058, #40017

Armour™ Weave...

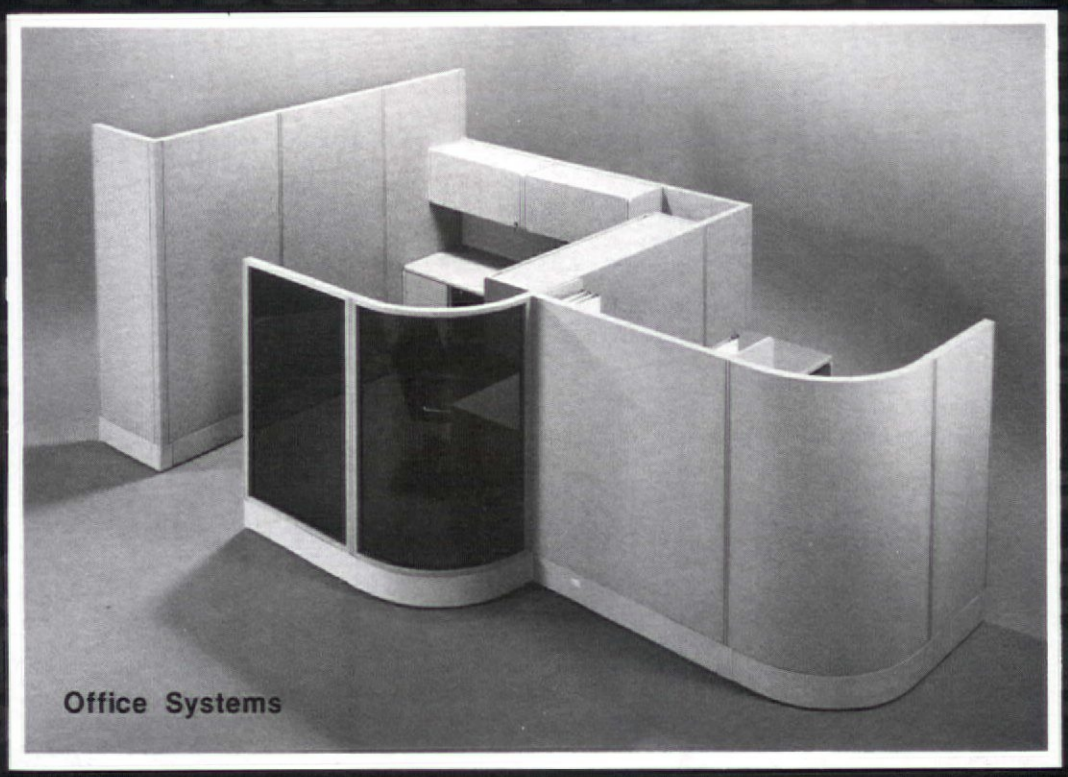
Fabric For Wallcovering And Upholstery By Kleen-Tex™

Armour Weave™ is a registered trade name of Kleen-Tex Industries, Inc., Weaving Division, LaGrange, Georgia 30241

AW-5-'84

Circle 158 on reader service card

aspects



aspects

New Manufacturing Facility: Stamford, Connecticut

HEADQUARTERS: 11615 Pendleton Street, Sun Valley, California 91352 818/768-9000

East Coast Regional Office: P.O. box 2395, Darien, Connecticut 06820 203/853-8341

aspects 11615 Pendleton St., Sun Valley, CA 91352
I would like to receive more information.
☐ Please send literature. ☐ Have a salesman call
Company
Address
City Zip
Name
Title
Tel.

Circle 128 on reader service card

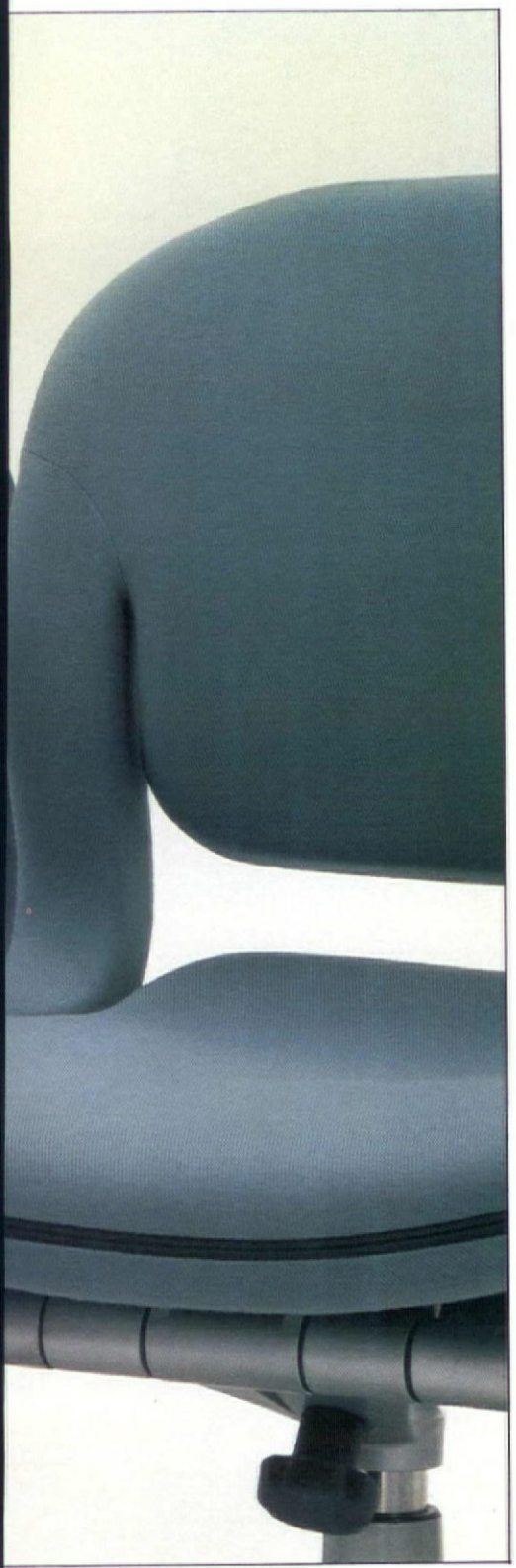
Self-adjusting Equa chair delivers more comfort to wide range of end-users

An ergonomic chair for all workers is a fitting description for Equa, Herman Miller's new task seating introduction. Created by designers Don Chadwick and Bill Stumpf, it is engineered to meet sitting requirements of a broad range of users by responding automatically to body shape and movement.



Equa's designers claim that users seldom bother to adjust seating, and therefore lose out on a chair's ergonomic features. Thus, they sought to create "unself-conscious seating," or chairs with integral adjusters that do not require users to constantly move knobs.

However, this design feature has a second benefit, as it permits the chair to respond to an almost unlimited number of task-related movements. As a result, the chair is equally well suited to office managers and computer operators.



Modeled after human skeleton

Key to the chair's design is a glass-reinforced thermoplastic polyester shell, which is modeled after the human skeletal structure.

Designed to feature an H-shaped cavity, the shell expands and contracts as the user moves, helping to shift weight in a healthy manner.

Among benefits afforded by this design is the ability to locate the tilting mechanism behind the knee. This approach permits the user's feet to remain on the floor as he/she leans back, while preventing the front edge from rising and putting pressure on the thighs.

A "dwell" mechanism located in the tilting device prevents the shell from jolting backward as the user sits down; spinal shock-absorption is provided by urethane mounts located between the shell and chassis.

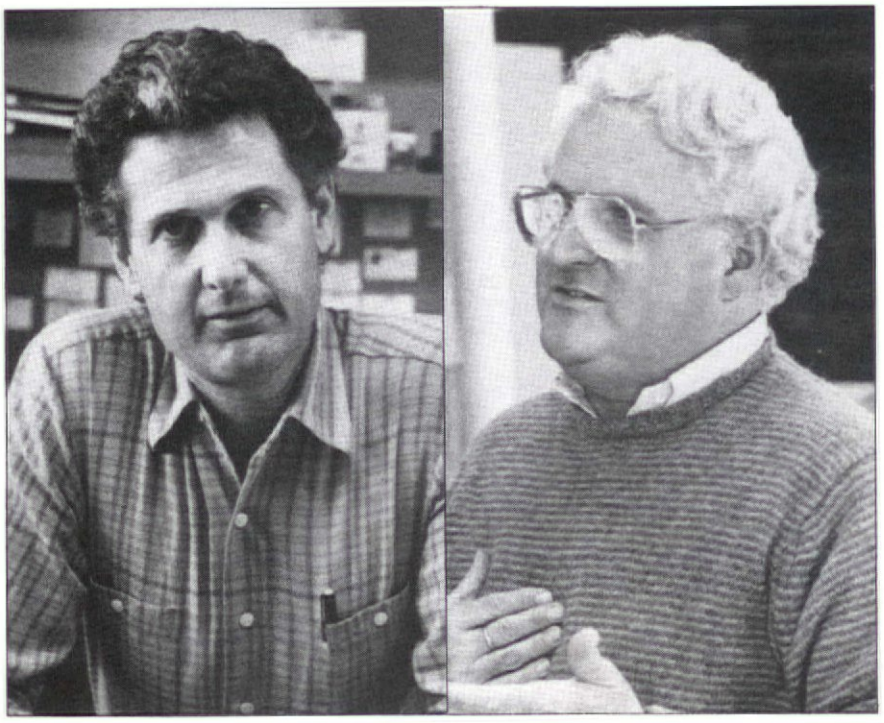
Responds to wide movement range

By incorporating all of these features into one chair design, Chadwick and Stumpf claim that they offer users "seating equity," defined as the provision of an ergonomic chair for all workers, regardless of status, job description, or physical build. Says Chadwick, "We observed that office chairs were becoming more specialized according to the type of job the user performs. We wanted the opposite—a chair that allows people to move around while performing a variety of tasks from a range of positions, from work-intensive to conversational. In short, we sought a design response to the way people really sit."

Equa is available with a high- or low-back, with or without upholstery, and in a two-piece version. All chairs are standard with a five-star, die-cast aluminum base in an epoxy finish with dual-wheel casters or glides. Base options include sled and rocker styles.

Models can be ordered with tilt or tilt-swivel mechanism and a pneumatic or mechanical height adjustment. A stool designed for factory, lab, and design/drafting applications is available in two heights.

Design options for Equa include six shell and four base colors as well as 170 upholstery choices. Optional arm rests are available with vinyl or fabric upholstery. **Circle No. 337.**

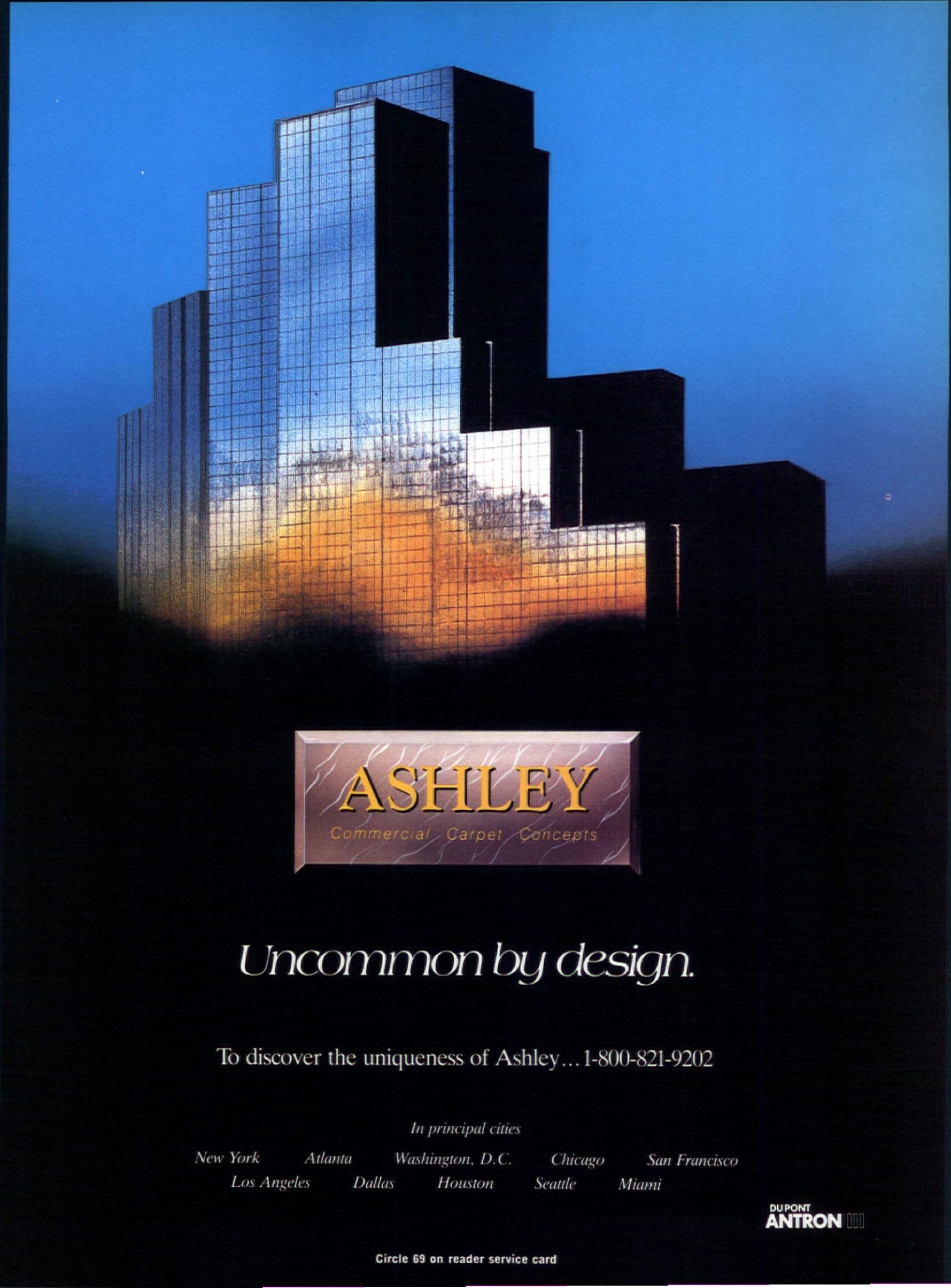


Equa designers Don Chadwick, founder, UCLA Advanced Design Group (above, left) and Bill Stumpf, former vice president, Herman Miller Research Corp., have made numerous contributions to the Herman Miller product line. Adding to Chadwick's C-Forms desk and modular sofa group and Stumpf's Ergon chair, is the new jointly designed Equa chair.



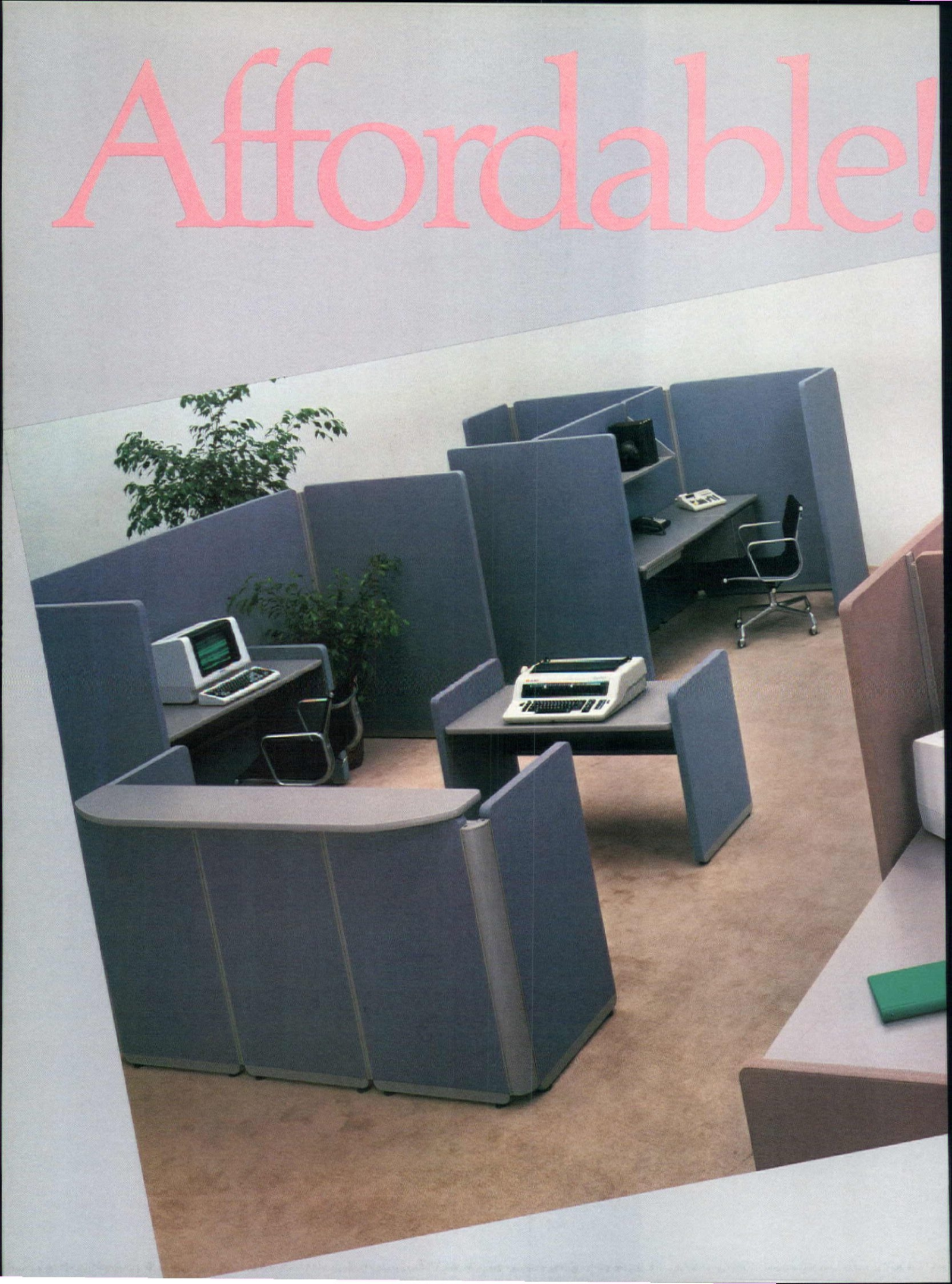
Premiering at NEOCON XVI: Ergonomics intelligently applied to office seating. A filmed examination of corporate commitment to the contract design industry. An opportunity to win a Cannes Film Festival vacation. From La-Z-Boy,® yes La-Z-Boy.

Circle 68 on reader service card



Circle 69 on reader service card

Affordable!





You probably already know there are more costs involved in open office planning than just the cost of the furniture. Add to that the costs associated with waiting for delivery, and the "flexible" open environment gets to be fairly costly. We have an affordable alternative.

Introducing Phoenix Designs.™ Quality workstations that bring value back to the open environment. There are no costly and complicated components to order, no confusing colors to specify. Best of all, no costly delays in delivery.

Phoenix Designs are an affordable collection of eleven configurations designed to accommodate a variety of work requirements. They're very simple to order and they are priced surprisingly less than you might expect.

If you like value and small numbers, you'll love Phoenix Designs. For literature and the dealer nearest you, call 1-800-253-2733; or write Tradex Corporation, Zeeland, Michigan 49464.

Workstations by

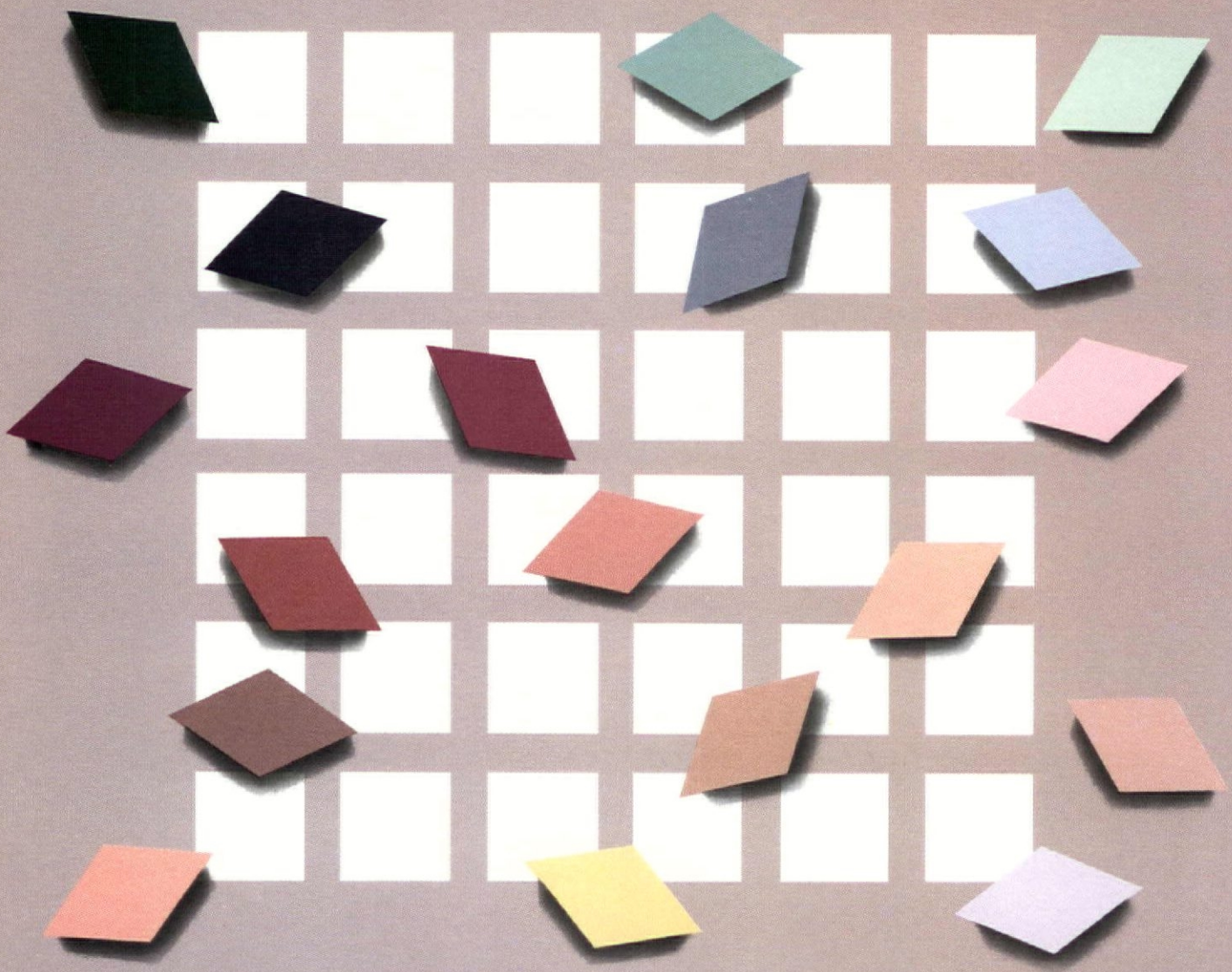
Phoenix Designs™

Simple solutions for affordable alternatives.

Phoenix Designs™ is a trademark of Tradex Corporation, Zeeland, Michigan 49464.

Circle 70 on reader service card

INTRODUCING THE COLOR TRENDS™ COLLECTION.
18 EVOLUTIONARY NEW COLORS THAT INCREASE YOUR SELECTION TO 90.



Color Trends is a unique grouping of today's most contemporary colors, based upon the needs and demands of the marketplace. Colors that update and expand upon the 72 colors of THE COLOR GRID® System. Colors that complement current color directions and design applications.

The COLOR TRENDS collection. Keeping Formica Corporation at the forefront of color.

For more information and free samples contact your Formica Corporation specification representative. Or, call 1-800-543-8201; Ask for Operator #207; in Ohio, call 1-800-582-1396.

FORMICA® BRAND laminate

VISIT US AT NEOCON XVI SHOWROOM 202

Circle 76 on reader service card



Conwed Corporation, 444 Cedar Street, P.O. Box 64237, St. Paul, MN 55164 (612) 221-1184.

Circle 72 on reader service card

Decorative elements bring 'Old World' elegance to casual Florida showroom ambience

Inlaid marble flooring and burl woodwork are among elements contributing to an 'Old World' atmosphere in David & Dash's new world headquarters facility. Designed by Brian Morris, Morris/Powell Assoc., Miami, the space meets planning objectives by incorporating materials familiar to European clientele.

However, the Miami-based fabric firm also gains the casual atmosphere needed in a tropical location by means of a clean, multi-level layout. Planners then used artistic fabric displays to reinforce contemporary and traditional design statements.

Previously a shopping pavilion, the 12,000-sq.-ft. facility was completely gutted to provide one, continuous space. Redesign also included construction of a glass facade through which passers-by can view fabrics.

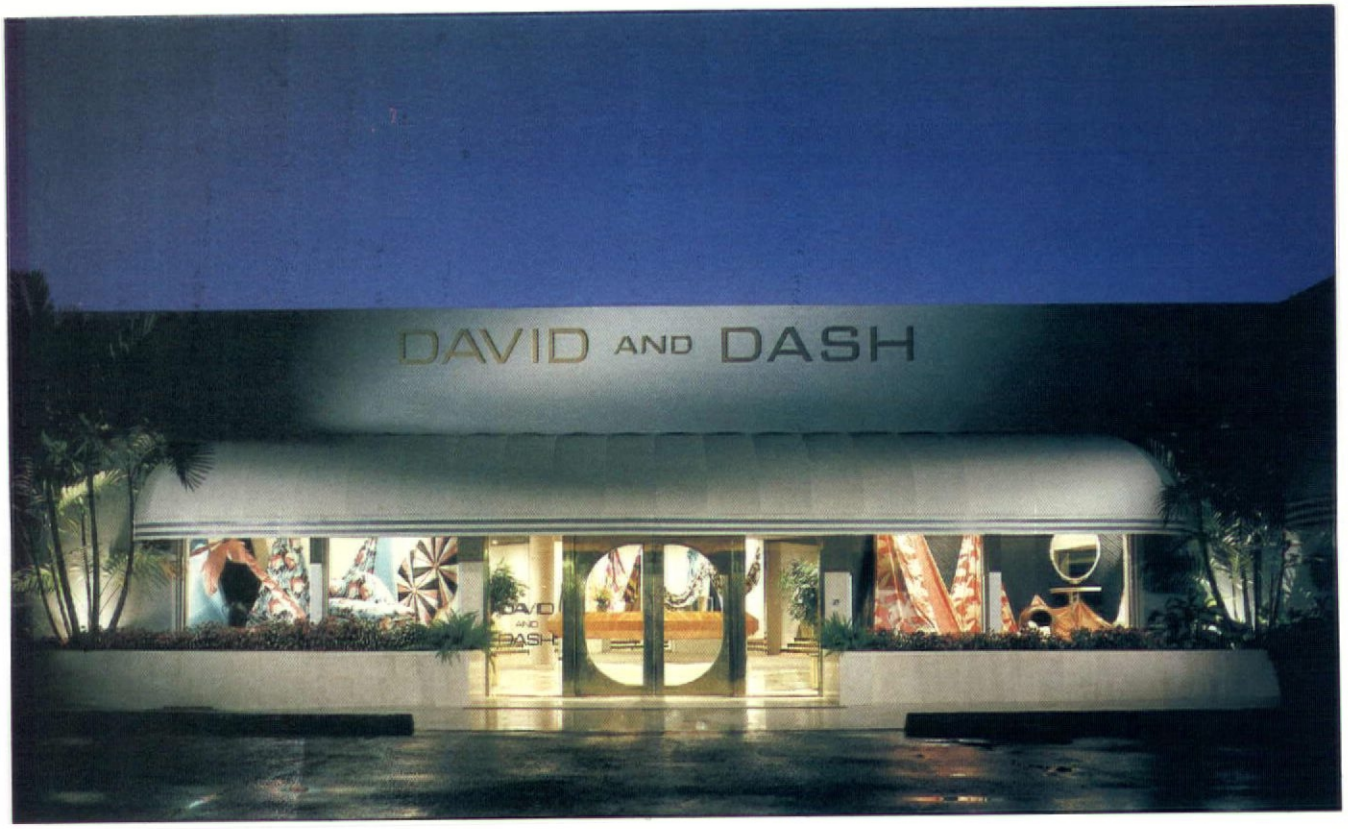
Morris then configured the facility in a manner that organizes coherent traffic flow. Acting as an anchor is a V-shaped marble, mirror, and wood reception desk backed by a wall-mounted collage of the latest fabric offerings. From this dramatic entryway, visitors are directed left and right to other display areas.

Steps on both sides of the reception area lead to raised platforms. On the left are sheers and draperies; to the right are colorful fabric collages illustrating the firm's broad range of products.

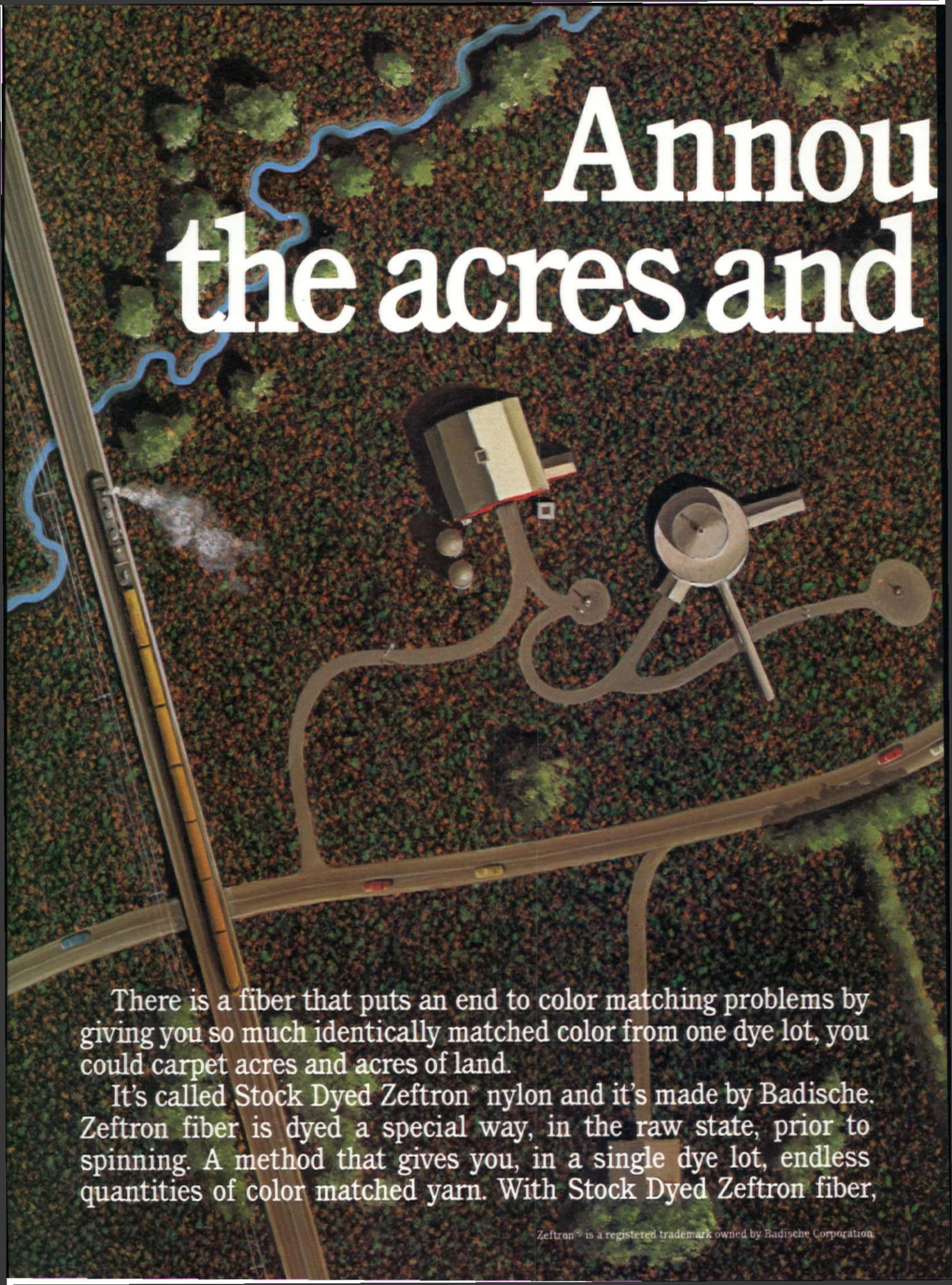
Behind both display areas are additional steps which lead visitors down to executive offices, wallcovering exhibits, and a design studio. Interspersed throughout are inconspicuous sales staff workstations which serve various segments of the showroom. In keeping with the client's requirements, each area is designed to be highly visible from other parts of the showroom.

Planners chose a neutral palette for design elements, thereby placing emphasis on colors shown in fabric and wallcovering displays. Illumination is contributed primarily by incandescent spots that highlight individual displays. Lighted wall panels enhance visibility of sheer fabric textures and provide general illumination in those display areas.




DAVID AND DASH



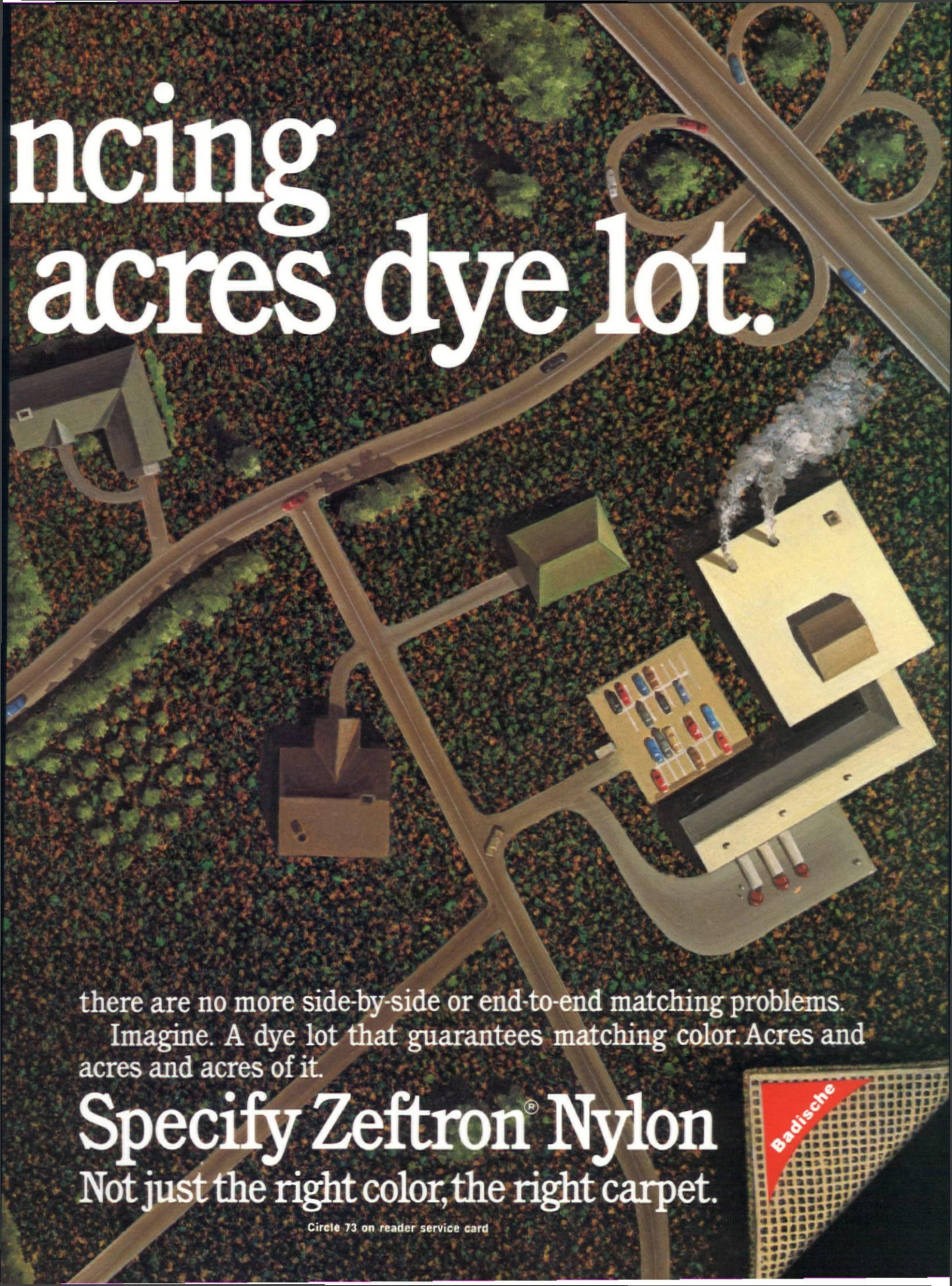


Annou
the acres and

There is a fiber that puts an end to color matching problems by giving you so much identically matched color from one dye lot, you could carpet acres and acres of land.

It's called Stock Dyed Zeftron® nylon and it's made by Badische. Zeftron fiber is dyed a special way, in the raw state, prior to spinning. A method that gives you, in a single dye lot, endless quantities of color matched yarn. With Stock Dyed Zeftron fiber,

Zeftron® is a registered trademark owned by Badische Corporation



Circle 73 on reader service card

Badische stands behind your carpet.

The technology to build you a better contract carpet.

Our major business is carpet fibers and yarns for contract carpeting. So we direct most of our research and development resources, as well as many of those of our $16 billion international parent company, BASF, into new technology to create better and more beautiful contract carpeting.

One number to put over 40 carpet mills within easy reach.

Dial (804) 887-6573, get the name of the Badische consultant nearest you and then see how easy carpet selection can be. You will receive the Badische Contract Carpet Guide which illustrates carpets, by traffic classification, from over 40 mills; help in finding the carpet engineered for your specific needs; help in making up carpet samples; help in writing up your carpet specification; and yarn pom chains for color selection. All for free.

An endurance test to ensure your carpet will endure.

Because no one wants complaints after the carpet is down, it must first be Badische Performance Certified. This means your carpet has undergone a series of rigorous tests that ensure it has been manufactured to the specifications for which the fiber and yarns were engineered. Once a carpet has been certified, that carpet will live up to what's expected of it in its traffic classification. If it didn't it wouldn't wear the Badische name.

Badische

Member of the BASF Group

BASF

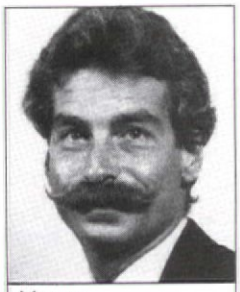
Badische

Not just the right color, the right carpet.

Circle 73 on reader service card

PEOPLE/NEWS

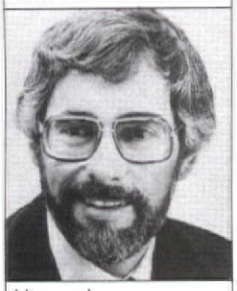
Dupont Carpet Fibers division announces the promotions of **Robert M. Axtell** to products manager, **Mary Jane Koch** to end-use marketing manager, and **Roszann M. Graham** to commercial/contract marketing manager.



Marcus

L.E. Seitax Associates Inc. has appointed **Allen David Marcus** (shown) as director of design.

Cannell & Chaffin Commercial Interiors announces three senior management appointments: **James Haggard** (shown), senior vice president, San Diego; **Dale Hilton,** vice president and general manager, Los Angeles; and **Catherine Hlawatsch,** assistant to the president and director of marketing, Los Angeles.



Haggard

Alex B. Brouwer, John F. Glass, and **Benjamin L. Lavecchia** were named design center directors, Ewing Cole Cherry Parsky, Philadelphia. **John H. Welsh, Henry W. Chubbuck,** and **Terence L. Brown** were named specialty directors.

KPS, Inc., specializing in fine European furniture, has opened a 4,000-sq.-ft. showroom in The New York Design Center.

Charles Bramlett (shown) was appointed director of manufacturing for Galaxy Carpet Mills. He will also continue as executive vice president.

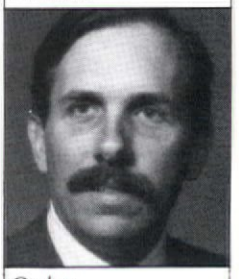


Bramlett

Raymond Ogden (shown) has been appointed product manager, vertical and horizontal blinds, for Graber Industries Inc.

Ronald Gries has joined Mira-X as a sales representative, New York tri-state sales team. He was recently a sales agent for Columbus Mills.

John F. Hayes, AIA, was appointed president, The Architects Collaborative Inc., Cambridge, Mass. Hayes succeeds **John C. Harkness,** FAIA, who is the new chairman of the policy board. Hayes joined TAC in 1957.

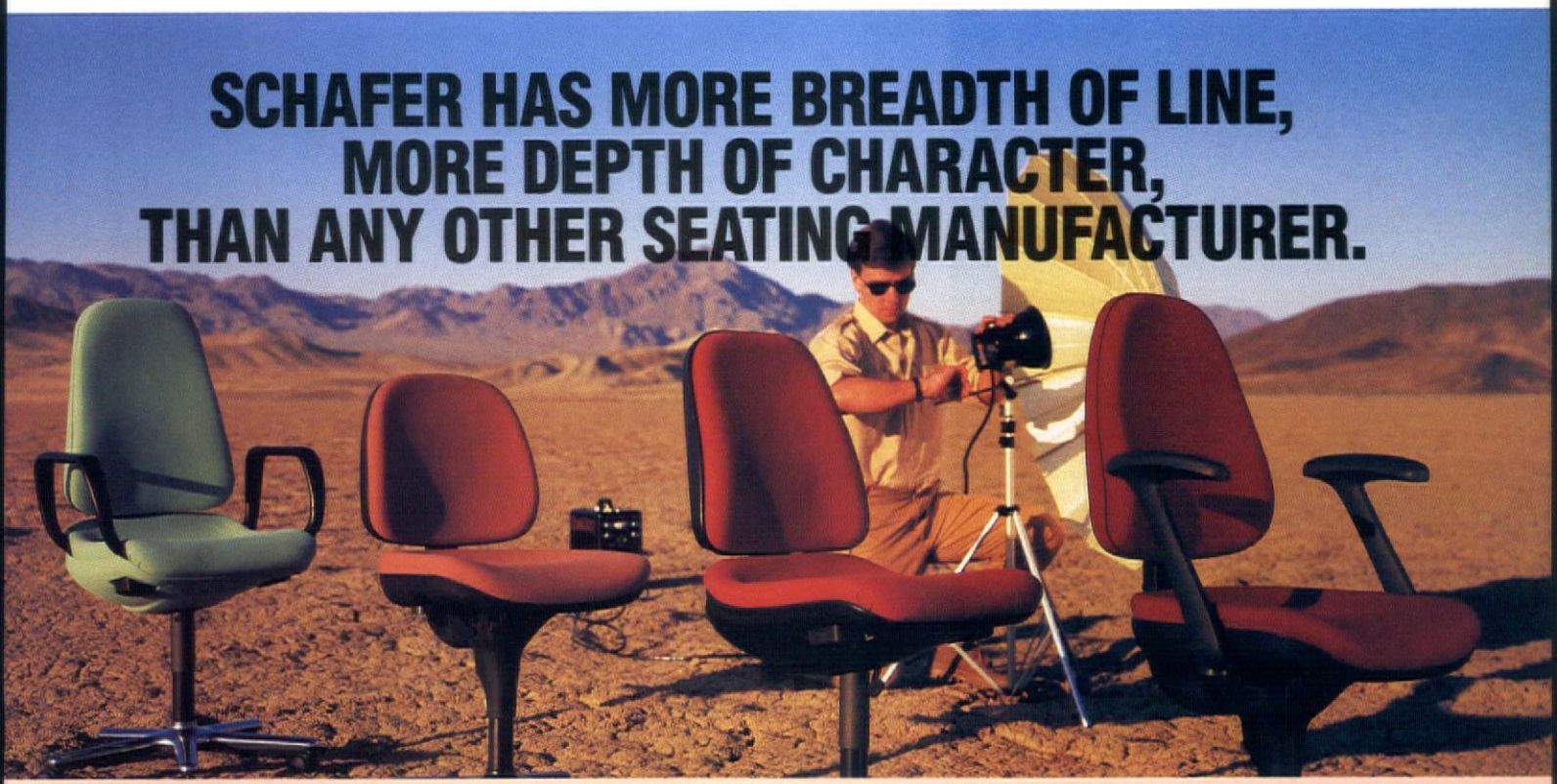


Ogden

Kirk-Brummel Associates, Inc. has opened a new showroom in the Washington D.C. Design Center.

Jack F. Wood, Jr. has been appointed general sales manager, Kwikset division, Emhart Hardware Group, Anaheim, Calif.

Simmons Universal Corporation appointed **Julian W. Grauer** as vice president-general manager, wallcovering group.



THE DESIGNER'S DREAM. The multitude of design and upholstery variations within the Synchro-Sit line allows you high design flexibility. Luxury features come standard, not optional. Synchro-Sit. It's tangible brilliance.

SYNCHRONIZED OFFICE SEATING. Synchro-Sit is the broadest single design collection of office seating yet. For clerical, drafting, machine operators, managers, executives.... All coordinated. All brilliant.

FREE. INTRODUCING THE SCHAFER WHITE PAPERS. Working knowledge on planning, design, budget...success. Second in this series plus data on Synchro-Sit is yours by calling **1-800-446-5274.** In CA **1-800-821-0120.** Our thanks. Your gift.

Estab. 1939/©1984
Factories in Garden Grove, CA and High Point, NC
Circle 74 on reader service card

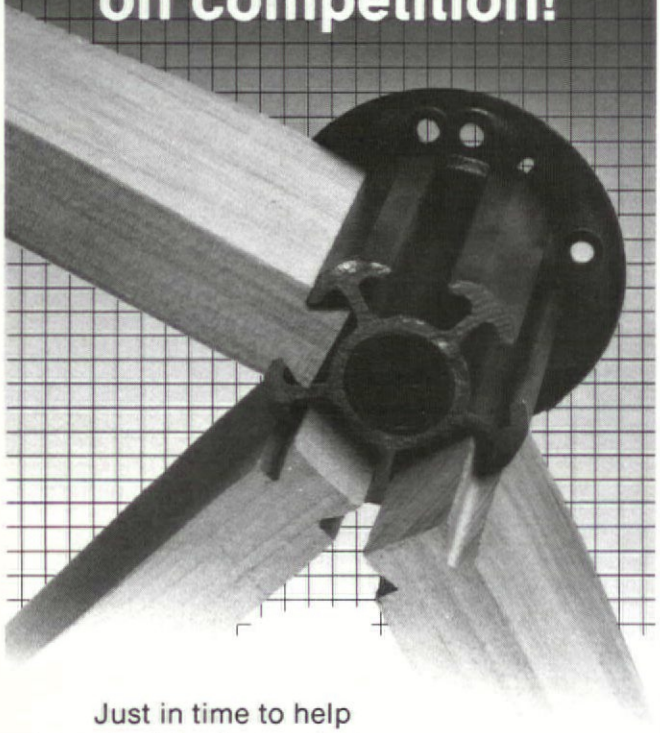
Schafer International

BRILLIANCE SHOULD BE CELEBRATED

New from Hoover Universal...

PENTAHUB

Gets you a leg-up on competition!



Just in time to help you meet the increasing popularity of 5-leg chairs! The new PentaHub assembly eliminates the extra expenses of steel understructure and provides the strength and reliability you've come to expect from Hoover Universal. Advanced engineering assures quick assembly with simple hand tools.

PentaHub offers maximum flexibility, too. The unit, available in 3" and 4" leg heights, accommodates most popular leg span diameters.

Phone or write for information:
Hoover Universal, Inc.,
Furniture Components Division,
Georgetown,
Kentucky 40324.
Phone:
(502) 863-3910.

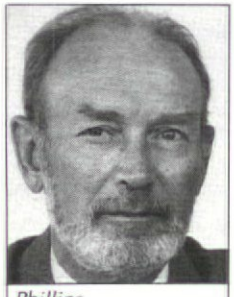


HOOVER UNIVERSAL

Circle 75 on reader service card

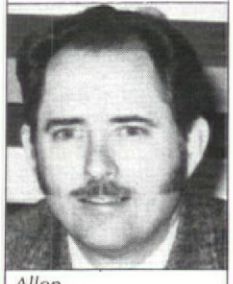
PEOPLE/NEWS

Assuming the responsibilities of regional manager, trade sales, midwestern region, O'Brien Corporation, is **Michael P. McCarthy.** The company manufactures Fuller-O'Brien paints, Nason automotive finishes, and Napko protective coatings for consumer and commercial applications.



Phillips

Marshall Phillips (shown) has been appointed contract sales representative by Celia Inc., a Los Angeles-based manufacturer and designer of custom area rugs.



Allen

Levolor Lorentzen named **Jack Allen** (shown) director of marketing, as the company continues its expansion plans for its advertising/marketing departments.

Lazarus Contract has appointed **Howard Baratz** to the position of vice president, Fabricut Inc., Tulsa.

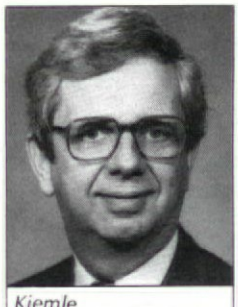
Kimball International has moved its Houston showroom into The Decorative Center of Houston. Kimball International is the parent firm of Kimball Office Furniture and Artec.

A. Newman Fort has been appointed director of 3D International's new computer services division.

Peter Barile, senior vice president of Shelby Williams Industries, addressed an audience of 300 at a fire safety seminar in Chicago. Shelby Williams co-sponsored the seminar with the Illinois Fire Chiefs' Association.

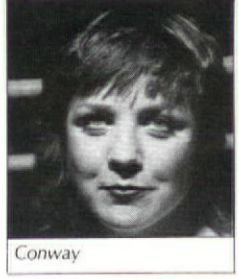
Samsonite Furniture named **Robert K. Scribner** vice president, sales and marketing, for the company's commercial products.

Bigelow-Sanford Inc. has appointed **Fred W. Kiemle** (shown) as director of commercial business development.



Kiemle

Jacinta Conway (shown) has become the sole owner of J.C. Conway & Co., furniture dealers and consultants. The firm specializes in panel systems.



Conway

Paul Singer Floor Covering Co. named **Mark Cliff** as president and **Laurence J. Singer** as executive vice president.

Laura Mercurio has been named director of product design at J.M. Lynne Co. Inc.

Lou Martino has been appointed director of carpet paver operations, Patrick Carpet Mills.

P. Kaufman, a U.S. textile converter, has become the first company licensed by Museum Industries Inc. to use designs from the Terra Nova Collection by Jack Lenor Larsen.

"Our carpet made with Zeftron 500® nylon can teach you a thing or two about performance."

Robert C. Crawford, President, Floor Covering Division, Dan River Inc.

"Schools everywhere love our Granite Ridge carpet. Who wouldn't? It hides soil, controls static electricity, and keeps its original color year after year. That's because it's made with solution dyed Zeftron 500 nylon by Badische. Specify our Granite Ridge carpet with solution dyed Zeftron 500 nylon. They'll know you did your homework."

DAN RIVER INC.®



Badische

Member of the BASF Group

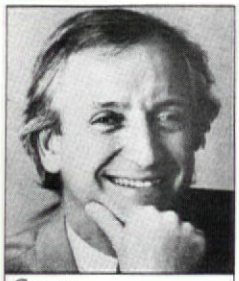
BASF

Zeftron 500® is a registered trademark owned by Badische Corporation.

Circle 77 on reader service card

Louis Lawrence Marines, general manager and managing partner of Haines Lundberg Waehler, has been appointed executive vice president and chief executive officer of the American Institute of Architects.

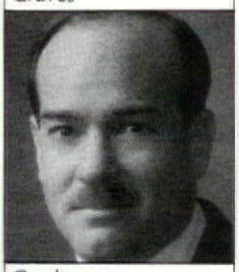
Douglas Industries Inc., a New Jersey-based distributor and converter of upholstery fabrics, has promoted **William T. Allen** from sales rep to West Coast sales manager.



Graves

Michael Graves (shown), architect and product designer, has won the 1983 Euster Merchandise Mart Award.

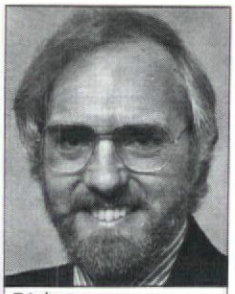
Gensler and Associates/Architects has announced the appointments of three vice presidents: **Peter Gordon,** AIA (shown), San Francisco; **Richard C. Maxwell,** AIA, Houston; and **Robert L. Davis,** Denver.



Gordon

Carole Korn Interiors, a Miami-based design firm, has appointed **Paula Hesch** to the position of director of commercial design.

Raymond T. Riffle has been appointed to the position of president and chief executive officer, Wilson Business Products, Systems and Services Inc.



Dickens

Elected a vice president of Ford & Earl Associates of Warren, Mich., is **F. Graham Dickens** (shown). The firm serves national and international clients in interiors and product design.

Vicki Edson (shown) has been appointed territory manager, Illinois, Fabrica International.



Edson

Nancy J. Aaronson has joined Welton Becket Associates for business development. She is a former sales and marketing manager, U.S. Gypsum Co.

Appointed president of the newly created Window Fashions Division of Guilford Mills Inc. is **G. Jaap Lovink.** The company is a multi-plant textile producer and manufactures fabrics for all segments of the industrial market.

Joyce Z. Tapscott has been promoted to sales manager of the Knoxville Commercial Interiors office. She was formerly a marketing representative for the company.

Joining Onyx Contract Interiors as vice president of architecture and design, is **Richard Shu.** He will supervise the company's commercial renovation and construction projects.



Circle 78 on reader service card

"Our carpet made with Zeftron 500® ZX nylon makes janitors look good."

Robert M. Chandler, Chairman and Chief Executive Officer, Patcraft Mills, Inc.

"And no wonder. Our Stonewall carpet hides soil so well, it always looks clean. That's because it's made with Zeftron 500 ZX nylon by Badische. Our Stonewall carpet with Zeftron 500 ZX nylon fiber. It won't just make a janitor look good. It'll make you look good, too."

Patcraft MILLS INC.®



Badische

Member of the BASF Group

BASF

Zeftron 500® is a registered trademark owned by Badische Corporation

Circle 79 on reader service card

Marquésa® Lana has style

A new look at elegance. Carpets with that certain something — the quality added by Marquesa® Lana yarns. Color-fast solids and patterns of sophisticated beauty. Solution dyed fibers that retain that full beautiful color season after season. Marquesa® Lana Yarns: the style you'd expect from Amoco Fabrics.

See Marquesa® Lana and pick up a validated registration card in participating showrooms. Take it to Amoco Fabrics space 10-140 to claim a prize. You may win "a doll with style."

AMOCO FABRICS COMPANY SPACE 10-140 MERCHANDISE MART.

LOOK TO AMOCO



AMOCO

Amoco Fabrics Company
550 Interstate North Parkway
Atlanta, GA 30309
404-955-0935
Amoco Fabrics Company makes fibers and yarn, not finished carpet.

Marquesa® Lana is the registered trademark for bulked continuous filament olefin yarn produced by Amoco Fabrics Company.

Circle 80 on reader service card

Westin-Nielsen

Manufacturers of creative seating · systems · conference · reception · dining



Series K Seating designed by Earl Koepke... a delightfully scaled family of chairs for today's interiors. A sophisticated European molding process allows for wood to be shaped into a timeless form that blends style and comfort.

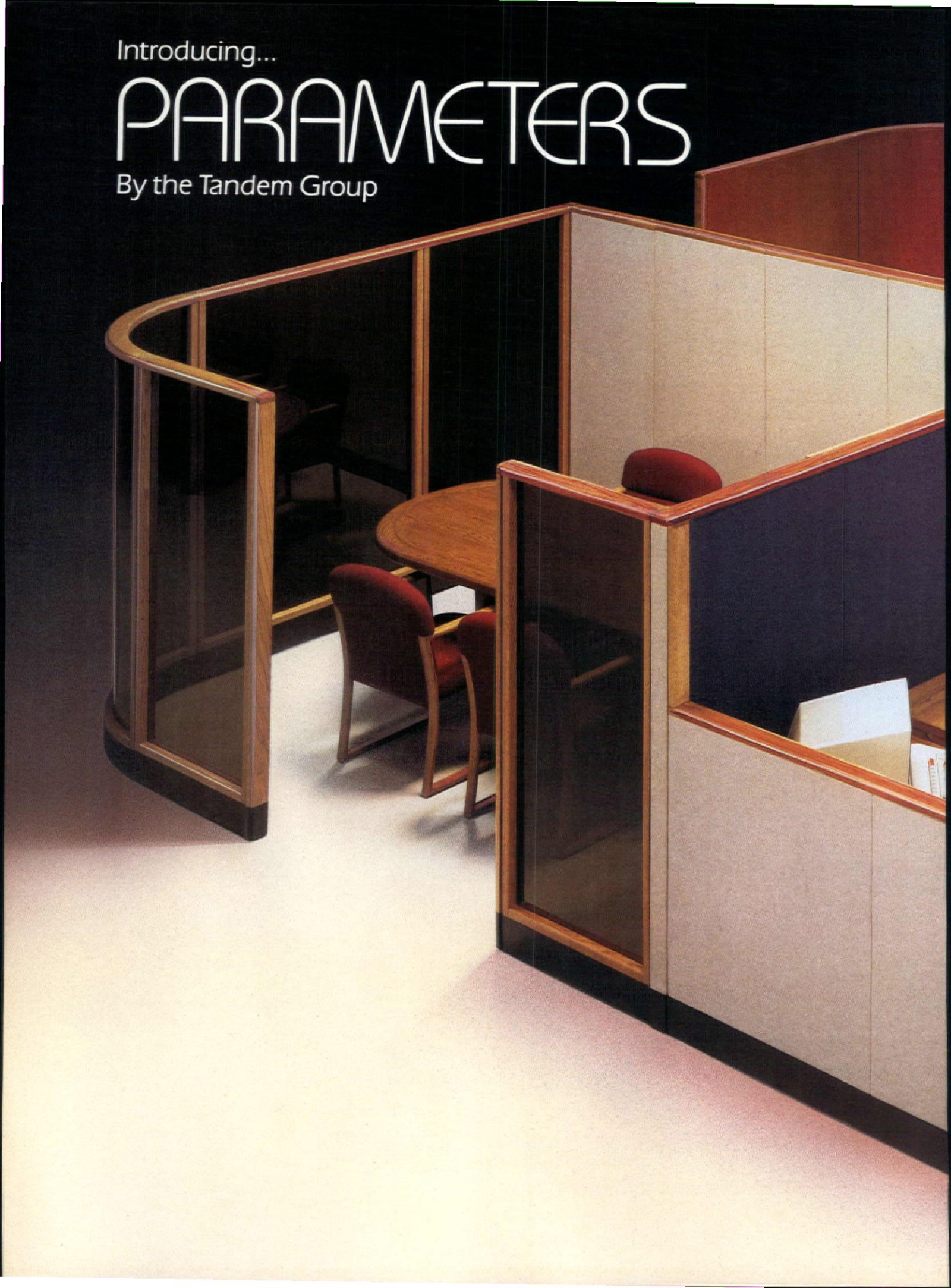
3752 North Dunlap Street
St. Paul, MN 55112
(612) 484-3329

Circle 81 on reader service card

Introducing...

PARAMETERS

By the Tandem Group





Tandem Group's new office systems are an extension of the style, quality and reputation Tandem has earned in fine desks and seating—long the choice of discriminating designers and contract buyers. Designed for the functional use of vertical planes, Parameters provides optimum storage, utility of accessories and styling compatibility with Tandem desks and chairs. The solid, sturdy look of Parameters belies its ease of installation and adaptability to changing office needs. Tandem insures your return on investment in durable, handsome office furniture for years to come.

PARAMETERS by THE TANDEM GROUP, INC.

6905 Aragon Circle / Buena Park, California 90620 / (714) 994-1441 / (213) 946-2418

Circle 82 on reader service card

A Touch of Glass



I-CT 42 DY-G

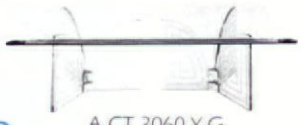
AMCOA proudly announces three new lines in our series of carved glass furniture. Interlude, Largo and Arpeggio... designed to suit the unique ambiance of your room. (As always Amcoa's furniture is available in a variety of shapes and sizes.)



L-CT 1517 L-S



L-ST 1854 L-S

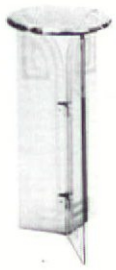


A-CT 3060 Y-G

Your imagination is the only limit to custom carved glass by Amcoa. We will etch your own "glass art" design, pattern or logo on any mirror, table top, light box or piece of furniture we manufacture.

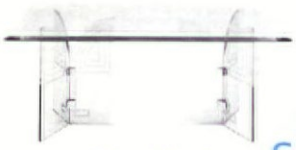


L-CT 4242 L-S



A-OT 18 DY-G

We've also got the edge on table tops. Amcoa is the Southeast's oldest and largest manufacturer of glass table tops. We can fabricate your glass tops in any size or pattern, clear, bronze or grey. Available in your choice of 7 magnificent beveled edges including the exclusive Bevelog.™



A-DC 4272 Y-G



I-DC 4272 Y-G

Carved Glass by AMCOA

Amcoa, 6301 N.E. 4th Avenue, Miami, Florida 33138 (305) 751-2202
Write for catalogue.
Call Toll Free (Florida only) 800-432-4003
Call Toll Free (outside Florida) 800-327-7514
Represented in the Midwest by ROZMALLIN/Chicago (312) 467-6860. Toll Free 800-621-7787
Complete Design Service/We ship worldwide. Anything in Glass

Circle 83 on reader service card

Make the color in your mind's eye...reality.

Take a closer look. Discover what makes Bigelow's extraordinary Corporate Concepts Collection™ an unprecedented achievement in woven commercial carpet. Our four inspired patterns are enhanced by the endless colors from nature's palette. And this offers you complete freedom of design.

There's no better time to find out how our 150 years of manufacturing expertise can help you achieve your contract goals. Let Bigelow bring your ideas to life, creatively.

Bigelow®

Reflects your imagination.

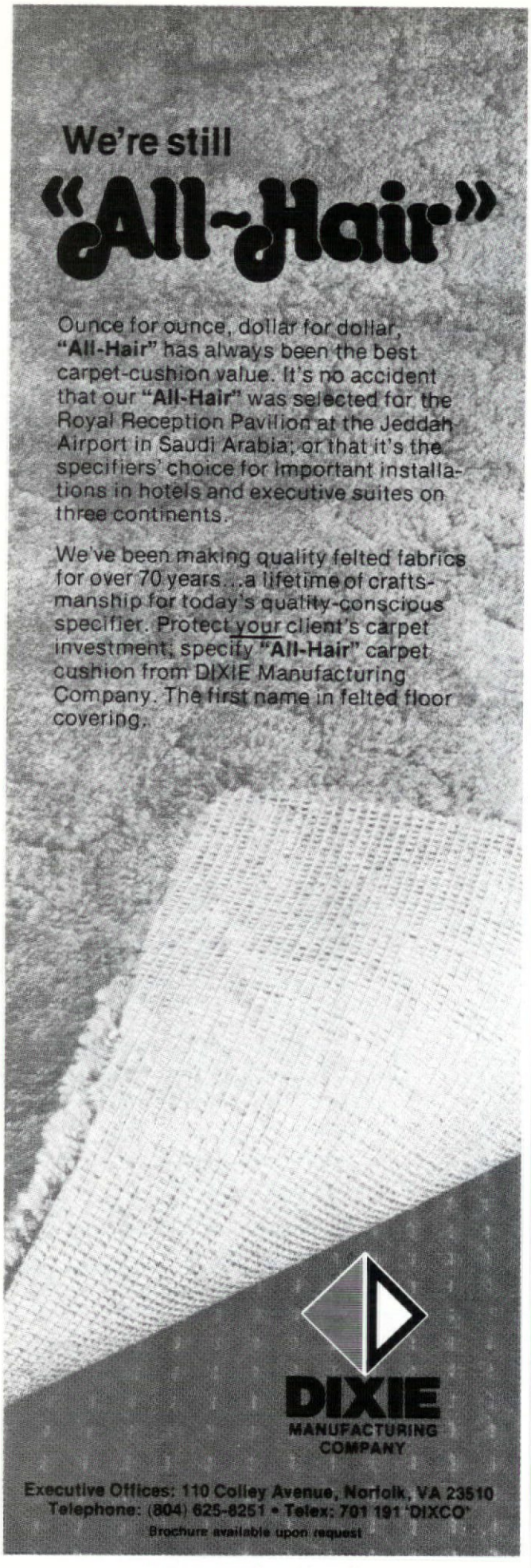


Selected from the Corporate Concepts Collection, top to bottom: Beige Tint, Crusader Blue, Wild Mint. Patterns, across: Islands,™ Suede,™ Cubes,™ Accents.™

Bigelow-Sanford, Inc.
Box 3089
Greenville, SC 29602

Circle 84 on reader service card.

DUPONT ANTRON® XL NYLON



Circle 85 on reader service card

COMING EVENTS

1984

June 17-22. International Design Conference. Robert O. Anderson Center of the Aspen Institute for Humanistic Studies, Aspen, Colo.
June 19-21. Computerized Office Equipment Expo/Office Information Systems Conference. O'Hare Exposition Center, Rosemont, Ill.
June 22-24. Sixth annual International Energy Conservation Trade Show/Conference. Ohio Center/Hyatt, Columbus, Ohio.
July 14-17. Int'l. Carpet Market. Atlanta Market Center, Atlanta
July 21-26. Summer Market '84. Showplace Square, San Francisco.
July 25-27. CALICON, contract furniture/furnishings show. Western Merchandise Mart, San Francisco.
August 4-7. The Industrial Designers Society of America's annual conference. University of Washington, Seattle, Wash.
August 16-19. American Society of Interior Designers annual convention and exhibition. Hyatt Regency, Chicago.
August 19-22. Ceramic Tile Distributors of America's sixth annual convention and international ceramic tile exposition. Convention to be held in the Sheraton Boston Hotel, exposition to be held in the Hynes Auditorium, Boston.
August 19-25. Professional Services Management Journal sponsors CEO roundtable discussions for small firms. Santa Barbara Biltmore, Santa Barbara, Calif.
August 22-24. Second National Decorative Accessories Show. Moscone Convention Center, San Francisco, Calif.
August 25-28. International Woodworking Machinery & Furniture Supply Fair. Georgia World Congress Center, Atlanta.
September 14-15. Interface I, mid-Atlantic regional design symposium for architects and interior designers. Wintergreen, Va.
September 23-30. Professional Service Management Journal sponsors CEO roundtable discussions for medium-size firms. Kelley House, Edgartown, Mass.
October 1-4. INFO, information management exposition and conference. New York Coliseum, New York.
October 11-13,15. Designer's Saturday. Located at various showrooms throughout Manhattan.
October 17-24. National Office Products Association's annual convention and exhibit. McCormick Place, Chicago.
October 23-24. OFFICE '84, conference and exhibition for furnishings, environment, and design. Washington Convention Center, Washington, D.C.
October 24-26. "Facility Management Process: Mind Over Matter," International Facility Management Assn. conference. The Mart Center, Chicago.
October 28-30. Pan Pacific Lighting Exposition. Concourse Exhibition Center, Showplace Square, San Francisco.
November 1-3. CONEXION '84, contract design exposition. Atlanta Market Center, Atlanta.
November 11-13. Design Assembly, theme program of "Technology & Technique." The Marketplace, Philadelphia.
November 12-13. Computer-Aided Space Design & Management Conference, co-sponsored by CONTRACT and *Facilities Design & Management* magazines. Omni Park Central, New York.

Foreign Trade Shows 1984

September 6-8. CANEXUS, Canadian contract furniture exhibition, Harbour Castle Hilton, Toronto.
September 19-23. "Principles in Practice: Philosophical Challenges/Technological Responses," Association for Preservation Technology's annual conference. Toronto, Ontario, Canada.
October 25-30. Orgatechnik, biannual international office trade fair. Cologne, West Germany.

1985

January 12-17. Winter Market '85. Showplace Square, San Francisco.
February 4-6. "Today's Partnership: People & Technology," 1985 Office Automation Conference. Georgia World Congress Center, Atlanta.

brayton international collection

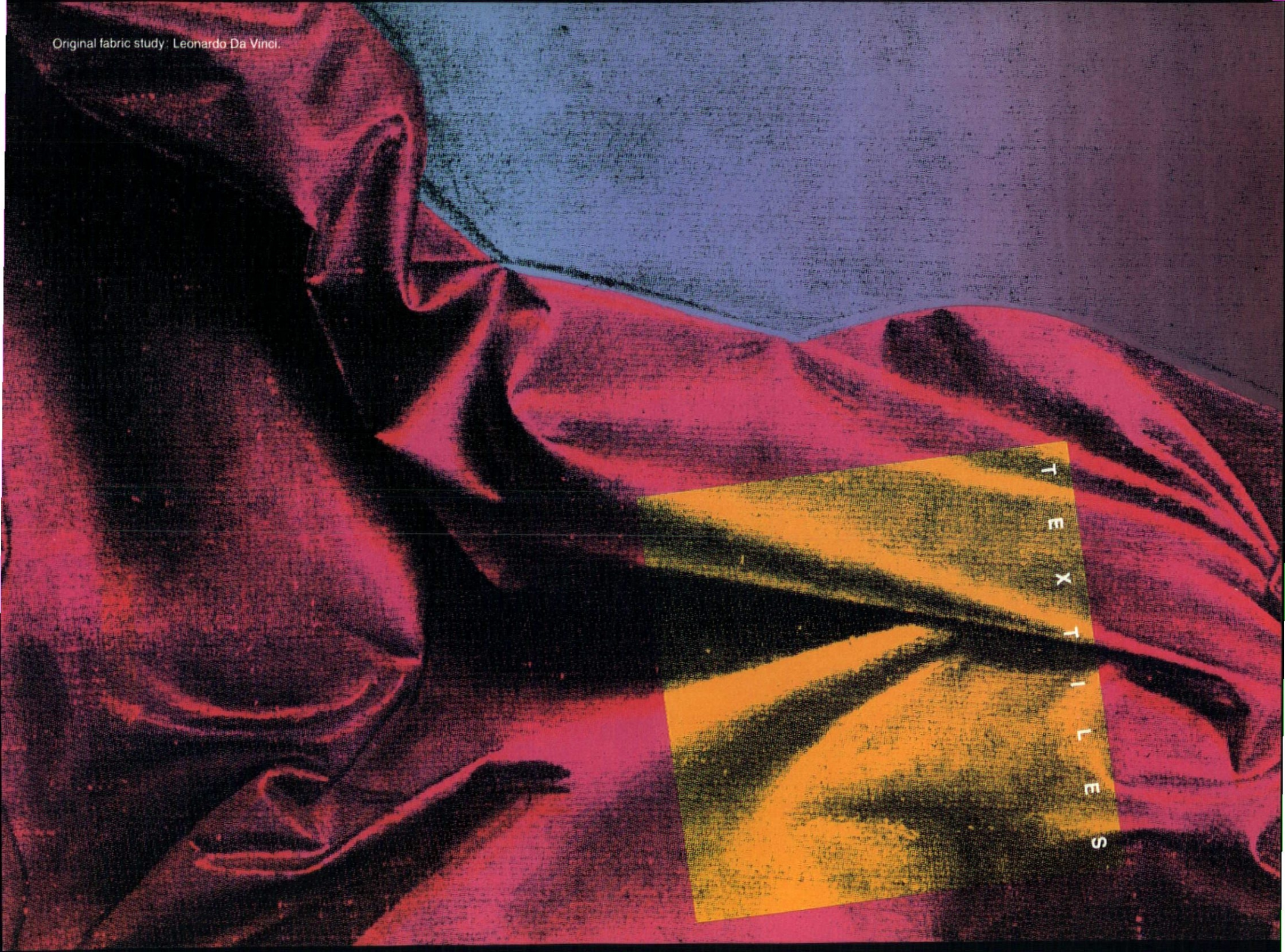
.... classic designs in wood

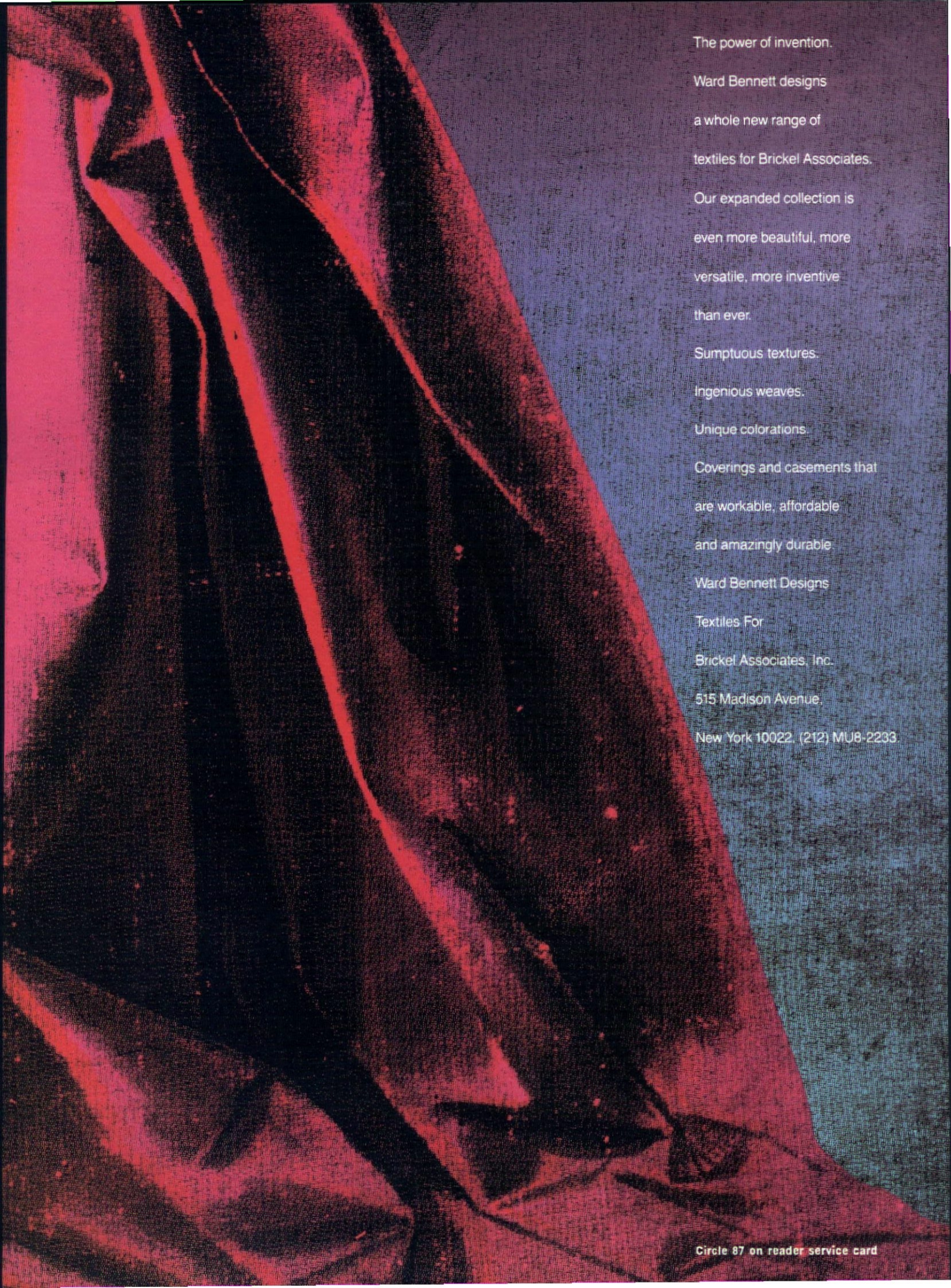
p.o. box 7288 high point, nc 27264 919/434-4151 telex 578-431



atlanta	404/992-9823	dallas	214/747-7130	los angeles	213/652-5450	new york	212/371-6131
boston	617/423-0040	denver	303/425-4374	miami	305/233-9537	st. louis	314/241-8431
chicago	312/822-0711	houston	713/523-4900	minneapolis	612/872-0510	san francisco	415/864-3801

Circle 86 on reader service card


Original fabric study: Leonardo Da Vinci.
TEXTILES



The power of invention.

Ward Bennett designs

a whole new range of

textiles for Brickel Associates.

Our expanded collection is

even more beautiful, more

versatile, more inventive

than ever.

Sumptuous textures.

Ingenious weaves.

Unique colorations.

Coverings and casements that

are workable, affordable

and amazingly durable

Ward Bennett Designs

Textiles For

Brickel Associates, Inc.

515 Madison Avenue,

New York 10022. (212) MU8-2233.

Circle 87 on reader service card















Need it fast? We ship it quick.

Introducing Loewenstein's Quick Ship.

Keeping in line with our philosophy—the only way to be the best, and stay the best, is to constantly get better—we at Loewenstein proudly introduce our 1984 Quick Ship Program.

Designed specifically to meet your "today" deadline requirements, you'll find a cross-selection of our chairs readily available—metal, wood and upholstered—in a standard choice of fabric and finishes. For commercial, institutional and residential use, our Quick Ship Program is geared to insure your success in this fast-paced design industry.

Write or call today for our 1984 Quick Ship Catalog. Because if you need it fast, we'll ship it quick.

Loewenstein

Loewenstein, Inc.
P.O. Box 22029, Fort Lauderdale, Florida 33335, (305) 525-8453.
Chicago Showroom:
Merchandise Mart Space Number 1098. (312) 644-7240.
Sales Representatives:
Scottsdale, Arizona: George Humrich & Associates, (602) 996-6146.
Los Angeles, California: The Scheffey Group, (213) 386-7991.
San Francisco, California: Gerton/Koehler, Inc., (415) 621-3400.
Denver, Colorado: Charles J. Eisen, Inc., (303) 388-0953.
Miami, Florida: Joseph Schmidt Company, (305) 573-0686.
Atlanta, Georgia:
Howard M. Shore & Associates, (404) 351-2226, (800) 241-7075.
Boston, Massachusetts: Lansky-Zagoren Associates, (617) 451-0452.
Hartford, Connecticut:
Lansky-Zagoren Associates, (203) 232-4477.
Missouri: Contract Representatives, Inc.,
Kansas City (816) 474-5663, St. Louis (314) 621-8435.
Minneapolis, Minnesota: Mike Ketchum: (612) 338-6711.
New York, New York:
Joel Norman, Inc., (212) 751-9330.
Rochester, New York:
Griffin and Van Nostrand, (716) 458-9586.
Cleveland, Ohio:
Davis & Associates, (216) 333-9665.
Langhorne, Pennsylvania:
Art Abramsohn & Associates, (215) 757-7615.
Portland, Oregon: William Gosser, (503) 222-6594.
Texas: Van Sant-Henderson, Inc.,
Dallas (214) 747-4376, Houston (713) 522-8282.

Quick Ship



Circle 91 on reader service card



WINONA INDUSTRIES, INC.

DecorTambours®
Linear and Mosaic Tambours

DecorCeilings™
Mosaic Tambours for Ceiling Application

DecorMetal™
.025 Metallic Sheets

Artwood™
Tambour Planters and Benches

...Infinite Versatility By Design

Discriminating design materials for multiple applications featuring quality, versatility, and product excellence at an affordable cost.

Shown above: Ceiling - Stock #833, solid red oak, DecorCeiling
Soffits - Stock #M337, mirrored brass, DecorMetal
Walls - Stock #375A, solid red oak, Decor Tambour
Planters - Stock #1836RPL and 1224PL, solid red oak, Artwood Planters

Show Room No. 1277, Chicago Merchandise Mart

Winona Industries, Inc.
602 East Front Street, Winona, Minnesota 55987
Phone: (507) 454-1860

Circle 89 on reader service card

THE NEW PC ERGONIZER™. EVERYTHING AT YOUR FINGERTIPS, AT A PRICE WELL WITHIN YOUR REACH



Optional "Pull-Up Printer Shelf" mechanically raises the printer to the proper working height for ease of operation.

PC ERGONIZER with Side Printer Drawer



PC ERGONIZER with Front Printer Shelf

From the moment you take your seat at the PC Ergonizer™ you'll understand why we say "It's the ultimate workcenter for the personal computer user."

The first thing you'll notice is the sense of ease and freedom it gives you. That's the ergonomic design. It puts all the systems components and workspace within immediate reach thus minimizing excessive body movement. Features such as the pullout keyboard and workshelves have been engineered to relieve the physical strain that so often comes after prolonged use of a computer.

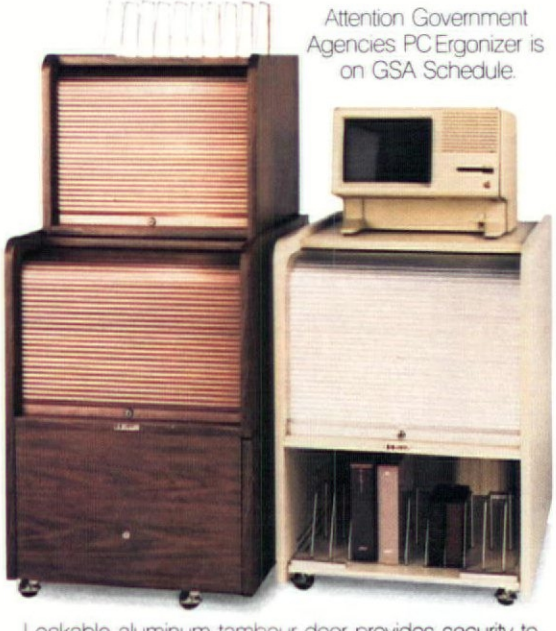
You'll appreciate the security features of the PC Ergonizer, both the keyboard and optional VDT compartments come with lockable aluminum tambour doors. Locks are also provided on the printer compartment that slides out for easy access.

You'll also like the mobility of the PC Ergonizer. Just unplug it and the unit can be easily rolled on its heavy duty carpet casters to any location.

Best of all, the PC Ergonizer is designed to accommodate most personal computers, monitors, printers and peripherals. All in one attractive, superbly constructed workcenter that complements any office environment.

If there's a place for the PC Ergonizer at your place, call Hamilton Sorter Co., Inc. at 1-800-543-1605 or complete the coupon below.

THE NEW PC ERGONIZER. EVERYTHING AT YOUR FINGERTIPS, AT A PRICE WELL WITHIN YOUR REACH



Attention Government Agencies PC Ergonizer is on GSA Schedule.

Lockable aluminum tambour door provides security to protect your keyboard, main disk-drive and software. Both styles come in choice of walnut woodgrain and putty finish.

☐ Send me complete color literature.
☐ My requirement is immediate, please have a representative contact me today!

Name _____

Title _____

Company _____

Address _____

City _____ State _____

Zip _____ Phone _____

HAMILTON SORTER CO., INC.

3158 Production Drive, P.O. Box 8,
Fairfield, Ohio 45014
Tel. 513-874-9498 or 1-800-543-1605

INNOVATORS IN ERGONOMIC SYSTEMS FURNITURE & ACCESSORIES FOR INFORMATION PROCESSING

Circle 90 on reader service card



ASID
American Society of Interior Designers

PRODUCTIVITY SURVEY
AND SHOW PREVIEW



QUICK-SHIP
DIRECTORY

INDUSTRY CONFRONTS PRODUCTIVITY ISSUE

An important survey is presented to CONTRACT readers in this special issue. It is a research poll on designing for productivity conducted by the American Society of Interior Designers (ASID) in cooperation with CONTRACT. A special section on Government Design also deals with means of increasing productivity of workers and buildings through "high-tech" design and planning.

In addition to this timely coverage of the subject of productivity, CONTRACT features a survey on how designers specify carpet. It provides valuable insights into the contract specification process. Supplementing coverage are two updates: one on activities of the Business and Institutional Furniture Manufacturers Association (BIFMA); the other, CONTRACT's latest annual Quick-Ship Directory. Last-minute news of NEOCON events and a report on lighting at the show make for exciting and informative reading.—**THE EDITORS**

FEDERAL GOVERNMENT DESIGN & BUILDING SYSTEMS TAKE A HIGH-TECH TURN

By **ROBERTA WALTON**
Managing Editor

Federal government efforts in reducing space-per-worker, and in remodeling to accommodate new technology have spurred a number of research programs that will dramatically affect the future of government office space planning projects.

Under the administration of Lester L. Mitchell, commissioner, Public Buildings Service (PBS), General Services Administration, cost-effective building design and operation programs are being developed. These are in response to President Reagan's Workspace Reform Program, spearheaded as part of "Reform '88" to streamline government budgets and eliminate costly waste *(see accompanying story).*

Among the recent research projects funded by PBS and undertaken by the National Bureau of Standards' (NBS) Center for Building Technology is a background study of automated office design. The preliminary results of this research are now being formulated as interior space guidelines that will assist in design of future new construction and renovation projects launched by federal agencies.

A companion effort related to design of the automated office is under way at the Office of Design and Construction, High Technology Building Program at PBS. The high-tech project is now examining state-of-the-art building system and communication technologies in an effort to safeguard the cost-effective operation of government buildings into the distant future.

Programming for high-tech design

NBS research funded by PBS and titled, "The Automated Office—An Environment For Productivity Or An Information Factory?" delves into some of the problems confronted by designers and end-users in planning automated office facilities. Findings of the research will eventually be formulated as interim guidelines for federal buildings.

As articulated by Arthur Rubin, principal investigator for the NBS report, "these guidelines will detail procedures and architectural programming in designing automated offices. In addition, guidelines will cover the overall environment—organizational factors, technological issues, and ergonomic concerns—of automated offices. Environmental issues, such as the need for integration of lighting, acoustics, and HVAC, will be outlined."

In addition to an exhaustive literature survey (of over 300 publications), the NBS study examines "case studies" from the private sector as well as government. Inquiries made of the U.S. Naval Facilities Command and of the Office Systems Section of the Department of the Army were supplemented by site visits to the Boeing Corp., Sheraton Corp., and Citicorp.

To add the view of commercial interior designers to their findings, researchers polled 60 architectural and 10 interior design firms through letters of inquiry on how their practices have changed as a result of office automation. They were asked to forecast future implications.

Study gives insight into planning process

"The purpose of the study," says Rubin, "was to gain insight into the processes used to plan and implement office automation systems, and to obtain information concerning what did, and didn't work, and why. Extensive in-depth interviews were conducted with various users and planners."

An overview of survey findings (published as NBSIR 83-2784-2) December, 1983, can be highlighted as follows:

The nature of the workforce is changing. More knowledge workers are engaged in automated office activities. Their experiences and expectations concerning the quality of the office environment are known to differ significantly from those of clerical personnel.

The primary *justification for automation is increased productivity.* Yet, the methods available for making productivity measurements are quite primitive and need improvement. It is of importance to determine the relationship of design issues to productivity.

Architectural *programming must be improved* to respond to rapid technological changes in office automation systems.

Technological changes occur so frequently that it is *impossible to forecast design implications* with any accuracy. Office design must therefore accommodate a large range of design possibilities despite considerable uncertainty about the nature and timing of technological change.

A/E and design firm respondents participating in the NBS survey made general recommendations for automated office planning. Included here were space considerations needs such as expanded building cores to handle installation of additional communications and power; increases in floor-to-ceiling heights to accommodate vertical stacking of equipment; adequate provision for built-in floor/ceiling and/or wall conduits for future wiring; and zoning for individual HVAC control.

"In addition," notes Rubin, "respondents forecasted acoustical, lighting, and furnishings needs of automated facilities. A key message was the need for flexibility—one of the primary requirements in adjusting to change—whether in government or in the private sector."

Interior design and end-user respondents to the survey noted that furnishings should be adjustable to individual designs and needs, while worker environmental controls are needed to handle different tasks; e.g. paper-based and VDT. Privacy—visual and auditory, freedom from distractions, and grouping of functional, organizational units to offset the worker's potential isolation—are all important features of appropriate interior design for automated facilities, the NBS research discovered.

With the caveat that any list of recommendations on how to deal with office automation is based on incomplete and uncertain information, the NBS team concludes that an advisable procedure to follow in planning automated facilities includes end-users and top management in the identification of flexibility requirements. Consideration of the need to integrate systems, and of the user's control of environment and workspace are critical.

Offices defined as social settings

An interesting finding of the study stresses the importance of work group cohesion in automated office settings. Comments Rubin, "As work activities which necessitated personal contact in the past are automated, workers can complete their tasks autonomously, processing information without exchanging ideas with peers.

"Thus, the need for personal contact, for relief from the tedium of automated work, grows. The NBS research projects that offices will designate settings for workers to have planned

Office of Design and Construction, High Technology Building Program is working on a study of state-of-the-art building system and communication technologies. Portland, Ore., Federal Building (below) is a $70 million project which will include high-tech programming.



'We're in the business of high-tech'

and un-planned meetings with people performing the same jobs, and for workers having diverse responsibilities."

In such settings, the quality of office experience enters a realm of esthetics. For example, automated offices should strive to create a non-institutional appearance; enable workers to personalize their workspace; provide a variety of materials, textures, and colors; make use of indoor/outdoor links, such as atria; and stress quality in furniture and furnishings.

Overall, putting more control in the hands of individuals is recommended in automated office design, reports the survey. There is thought to be an advantage to this approach because:

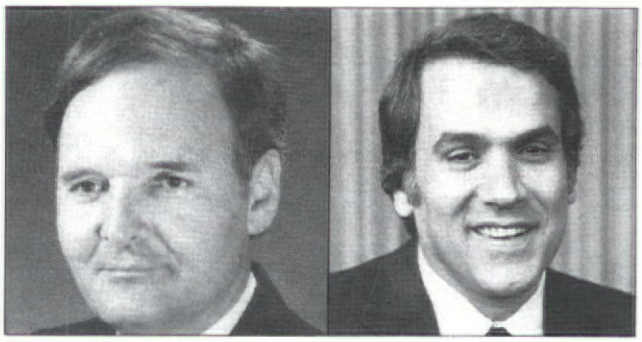
- Individuals differ from one another and the need for various kinds of environments arises.
- Work functions will require diverse support systems—some tasks will be paper-based, others based on VDI operations; occasionally, different lighting is required to support each task.
- People are more motivated to perform when they are included in decision-making concerning job and surroundings.
- End-users of office automation are the most knowledgeable about requirements for their jobs.

PBS looks at planning prototypes

Under the leadership of William Lawson, PBS' Office of Design and Construction is developing building system requirements for the Portland, Ore. Federal Building and Boston Federal Building, both due for completion in 1986.

In addition, at two facilities—one in Overland, Mo. and the other in Long Beach, Calif.—high-technology advances will be incorporated in design. Targeted for completion in 1988–'89, these buildings both have "high-tech" tenants; the Coast Guard and Internal Revenue Service are principal tenants in Long Beach, while Overland will house the Department of the Army. Although the specialized programming provided for these tenants may not be applicable to other government users, the PBS planners are aiming ultimately to promote a generic model.

Richard Field, deputy assistant commissioner for Design and Construction, notes, "We are trying to design a building for worker productivity—one which will operate efficiently and which will save on maintenance costs."



William Lawson (left) is heading up PBS' Office of Design and Construction to develop building system requirements for federal office projects. In PBS' current role of budget advocate, remodelling and retrofit of older buildings is being emphasized, says Lester L. Mitchell, commissioner, PBS (right).

WORKSPACE REFORM UNDER WAY AT FEDERAL BUILDINGS

The Presidential Initiative on Workspace Management Reform ("Reform '88") is the driving force of the Public Building Service (PBS') effort to reduce building costs. The initiative is assisted by PBS-sponsored research into how to manage and build cost-effective facilities.

In PBS' current role as budget advocate, new construction is predictably downplayed in favor of remodelling and retrofit of older buildings. Says Lester L. Mitchell, commissioner, PBS, "In our 1985 budget, we have three, small new construction projects. Under the Reagan administration, it becomes hard to justify new construction in the face of efforts to eliminate waste and excessive spending.

"By 1986, about 10 percent of our budget could go for new projects. But until then, we are concentrating on ways to negotiate a good deal for Uncle Sam with existing space," says Mitchell.

Of his current $2.7 billion budget, Mitchell allocates $865 million to cover office space rentals which are contracted with the private sector; $694 million toward building maintenance, security, services, and utilities; $224 million in repairs; $90 million in construction and acquisition; and $58 million in design and construction services.

Thus, to re-apportion monies to needed areas within the budget, it becomes necessary to try to reduce the leased, or rented, office building space of PBS' inventory. Of some 7,200 federal buildings, 5,000 are leased.

"Our thrust is to get out of the high cost of leased space," says Mitchell. "We hope to reduce it through various programs, including Opportunity Purchase and Historic Preservation."

Under the former program, new buildings are purchased at values that are favorable to the government, generally at prices at, or below, fair market value. Historic preservation, meanwhile, permits the government to economically convert under-utilized older facilities—such as post offices and customs houses—into federal office space in metropolitan areas.

Among the long-term effects of current PBS programs are:

- Reduction of space-per-worker to 135 sq. ft. from a current level of 168 sq. ft.
- Conservation of 150 million sq. ft. of federal government office space freed-up by a "shrinking" workforce.
- Conversion of the government worker population to owned space from a current 60 percent housed in owned/40 percent housed in leased ratio to 80 percent/20 percent.
- Greater attention to building design that integrates cost-effective technology in building systems, and that adapts to future changes in automation.
- More stress upon worker productivity in interior design that is not "technology driven" but that responds to human resources requirements of workers.

PBS planners for the Design and Construction Office believe that joint responsibility between designers and clients is needed. "Anything that requires new technology requires a multidisciplinary approach through team effort in order to safeguard the efforts of all specialists involved," says Field.

In the High Tech Building Program, the approach taken is one of innovation. Designers are not involved solely with the single issue of communication systems, but rather with all mechanical and electrical systems in a building, including water consumption systems.

Notes Field, "We are in the business of high-tech features that aren't just oriented to electronics, but rather are oriented to all programming concerns—HVAC etc.

"Here at PBS we aren't just developers and designers but we are also owners. So, we have a responsibility to conserve energy, to create cost-effective facilities. Design and construction investment is very small compared to the investment in the cost of doing business—in personnel costs, for example. But, it can effect tremendous change.

"In a generallly accepted 40-year-cost distribution for business, two percent is facility, six percent is operations, and 92 percent is salary. The building and design fee is two percent of the first figure. We aim to make that two percent more productive," Field concludes.

In working on the Overland and Long Beach projects, the PBS Design and Construction/High-Tech project managers are matching requirements to client government agencies and tenants. Notes David Eakin, program manager, High Technology Building Program, "Often there is not a match between needs, and automation, or building systems.

"Our early design programming efforts strive to determine client needs and provide the correct match with technology. We hope to give the architect more information up-front to be better able to measure the scope of work and budget, and to later appraise work through post-occupancy evaluations.

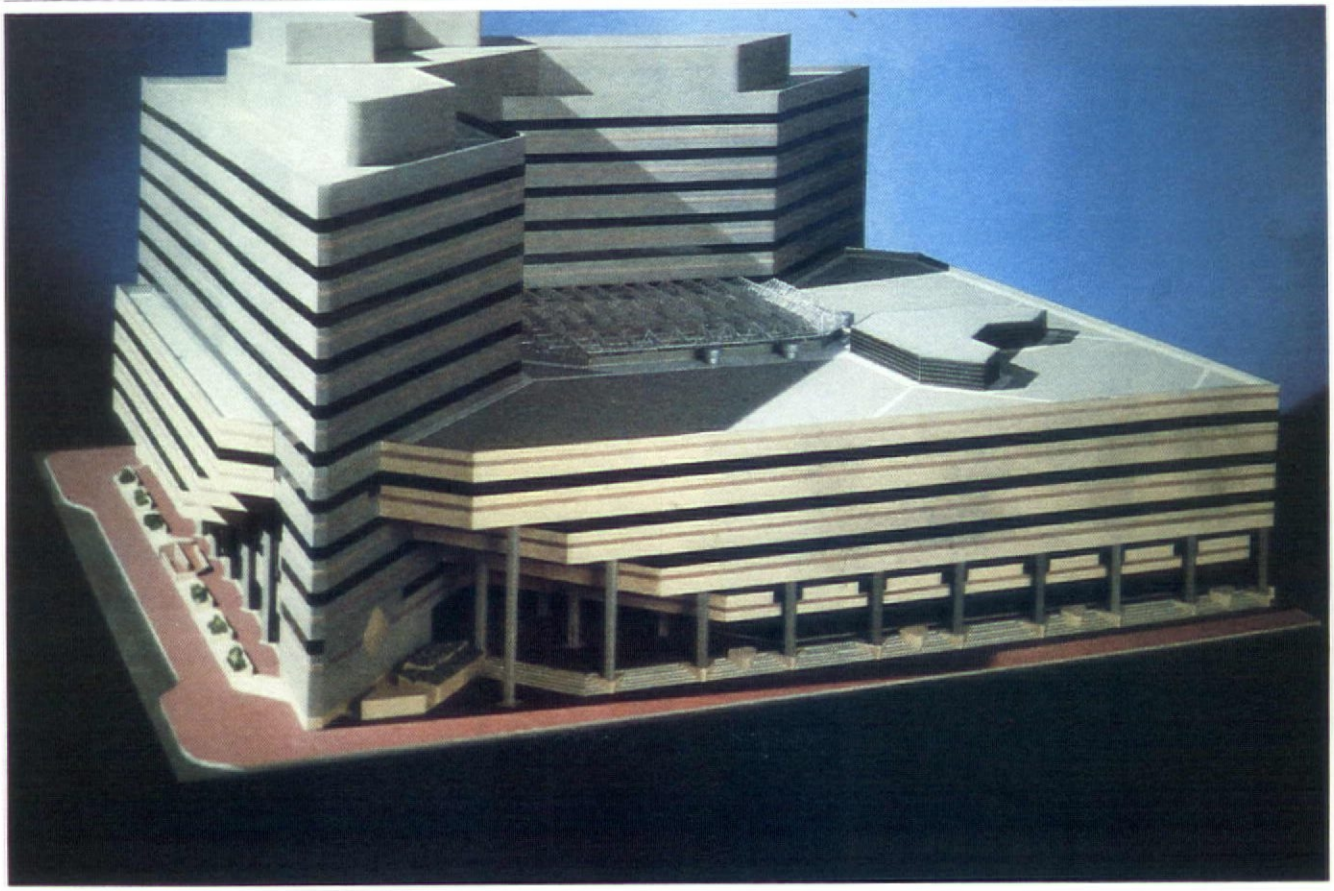
"This will give us a complete-measurement system through the years—a yardstick, if you will," says Eakin.

A generic list of high-tech programming features which have been considered for possible application in the Portland, Overland, and Long Beach projects, includes:

- Integrated voice and data communication systems.
- Centralized monitoring of security, elevators, and HVAC.
- Heat recovery systems.
- Raised floor for greater flexibility.
- Localized ventilation control by workers
- Occupant-sensor control of lighting.
- Integration of building automation and telecommunication systems.

Add to all of this a simplified preventative maintenance schedule. Notes Field, "We have to be mindful of the building manager. He shouldn't need a Ph.D. in order to maintain high-tech systems." □

Boston Federal Building and Courthouse (below) will include some high-tech programming as a result of the work of the Office of Design and Construction, High Technology Building Program (through the Public Building Service). It is scheduled to open in 1986.



SAUDI ARABIAN DESIGN EXCEEDS WESTERN STANDARDS

Showcase educational institute uses marble & teak for interiors





Photos by Nick Wheeler

Facilities within the Institute of Public Administration, Riyadh, Saudi Arabia, are organized around multi-storied courtyards. A central courtyard in the academic area (right) features a teak ceiling and looks up toward the library/resource center and classrooms (below).



Understanding the functional and esthetic requirements of a Saudi Arabian educational institution posed a unique design challenge for The Architects Collaborative (TAC), Cambridge, Mass. A part of the Ministry of Finance, the Institute of Public Administration (IPA), Riyadh, is a 500,000-sq.-ft. facility for the training of government staff in public affairs and operations.

"Saudi Arabia's design standards are of a much higher quality than those of the United States," says project designer Klaus Muller. "Vandalism is practically unknown, and it didn't even figure as a consideration in the project. Because of that, along with the fact that Saudi Arabia is an oil-rich nation, finishes and furnishings were used which exceed the standards of most western educational institutions.

"For example, travertine marble is featured in all of the major spaces, and most of the classrooms are carpeted. The cafeteria is the only space with quarry tile and that was done out of practical considerations." In addition, teak doors, frames, and paneling, as well as upholstered seating and oak and teak furniture, are standard throughout the complex.

Climate considerations turned IPA's design focus indoors. A series of richly planted skylit atria, punctuated by student and faculty lounges, unify the structure's various elements while creating courtyards and pedestrian ways onto which classrooms and other facilities open.

Skylight vaults inhibit direct sun penetration

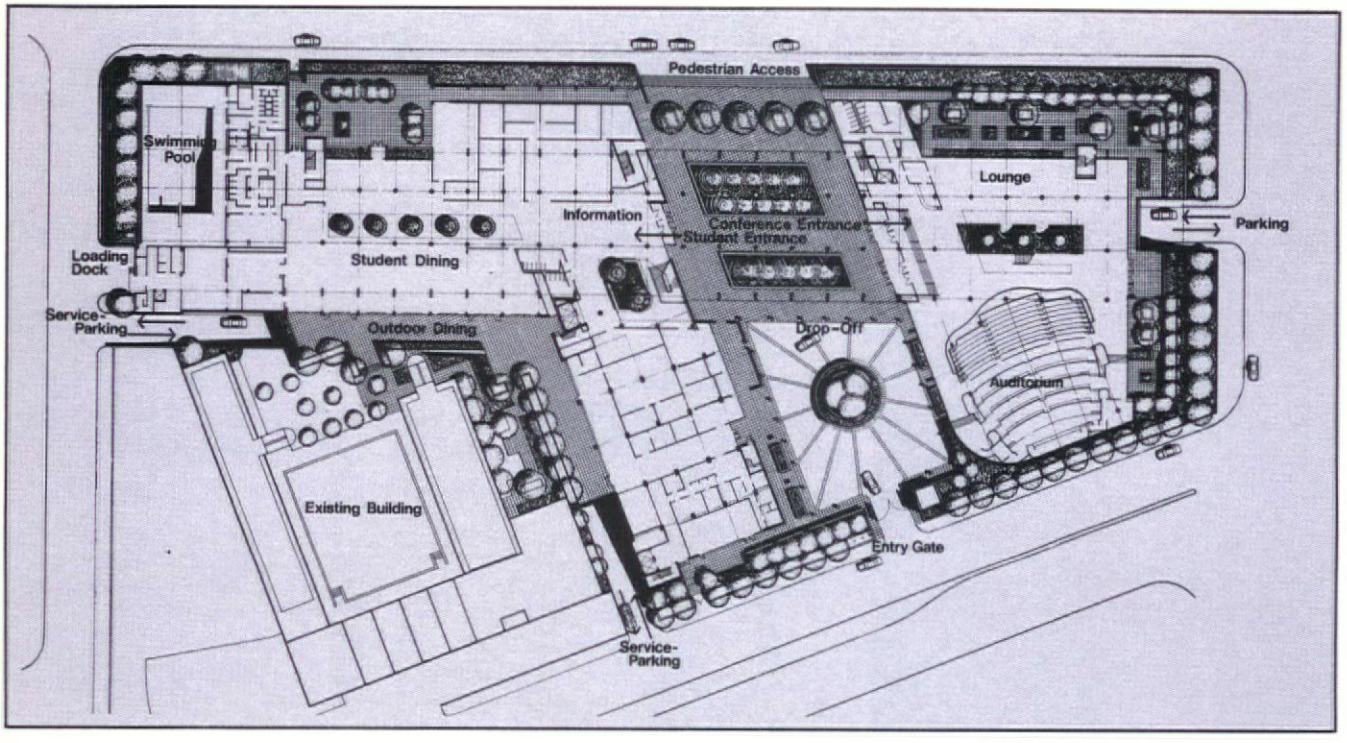
A variety of techniques including skylight vaults, overhangs, wooden screens, and floor set-backs were used to inhibit direct sun penetration into the structure. Windows not protected by overhangs were kept to minimum size, and incandescent and fluorescent light supplement natural light.

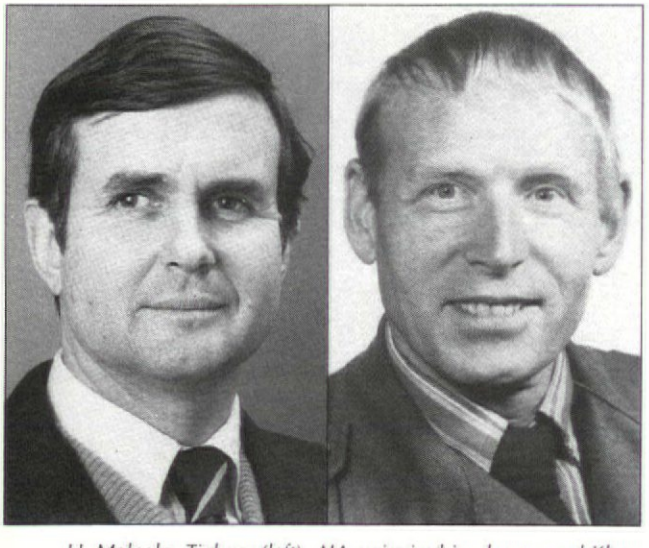
The IPA complex is comprised of a linear, four-story low-rise block and a seven-story, high-rise tower. It includes conference center and auditorium facilities, academic areas, athletic buildings, computer suite, 500,000-volume library/resource center, administrative areas, prayer room, and one level of underground parking.

The 500-seat conference center is the site of lectures, international conferences, and government functions. It is furnished with

INSTITUTE OF PUBLIC ADMINISTRATION

Desert site influences color & lighting choices





H. Malcolm Ticknor (left), AIA, principal-in-charge, and Klaus Muller (right), interior designer, The Architects Collaborative, filtered daylight into administrative offices (opp. page, top) via skylights and glass walls. An executive tea lounge (opp. page, bottom) faces a landscaped courtyard and features soft-cushioned seating.

rows of built-in, terraced conference tables, leather and fabric seating, and acoustical walls, and features sophisticated simultaneous translation and audio-visual systems. Events can be televised throughout the complex.

Academic portion features three atria

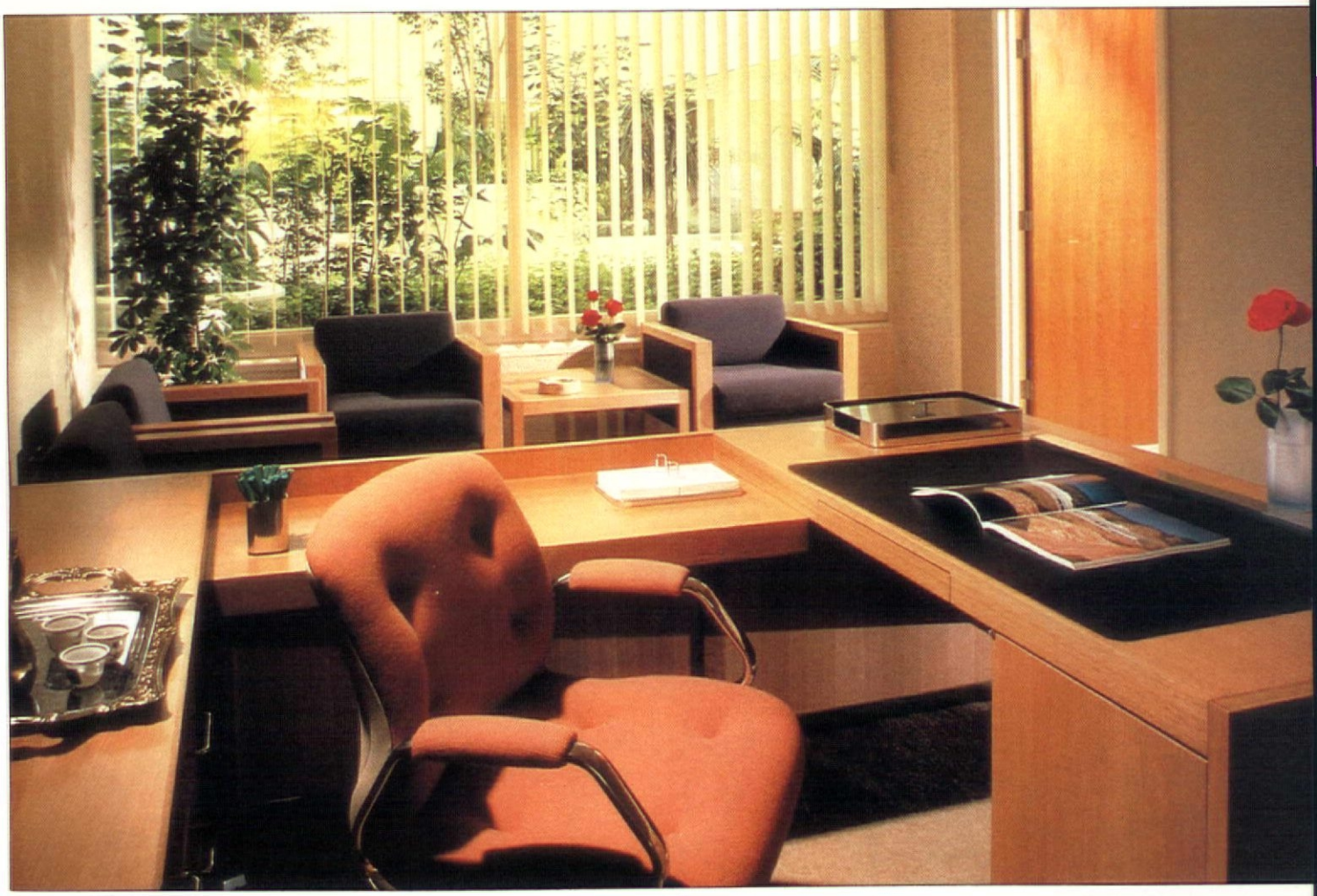
The academic portion of the institute is organized around three, four-story landscaped atria. It incorporates a kitchen, cafeteria, main lobby, and registrar areas on the ground floor; language labs, language faculty offices, and 23 flat classrooms on the first floor; 33 stepped classrooms with built-in desks on the second floor; and 120 faculty offices and four department-head offices on the third floor. Each faculty office receives natural light by means of windows or skylights, and areas between the atria contain student and faculty lounges on various levels of the structure.

The building is structured inside and out with poured-in-place aggregate concrete in which white cement and tan Saudi stone were blended for an overall warm tan color. Subdued desert colors including brown, beige, and orange, plus light shades of green and blue were chosen for furnishings. □

SOURCES

Seating—Knoll, Strafor, Worden, Castelli, Metropolitan. **Shelves and desks**—Interiors International, Brayton, Stendig, Hardwood House. **Tables**—Knoll, Strafor. **Chair fabrics**—Naugahyde. **Library furnishings**—Worden. **Audio-visual furniture**—Smith System, Herman Miller, Brunswick, Van San. **Ceramic Tiles**—American Olean. **Lighting**—Holothane, Lam. **Millwork**—Han Yang Furniture Co. **Carpet and padding**—Lee, American Felt Co. **Flooring**—Henraux. **Wallcoverings**—Goodrich. **Window blinds**—Louverdrape. **Plastic laminates**—Nevamar. **Partitions**—Modernfold. **Signage**—Strunk.

Interior design and architecture—The Architects Collaborative; H. Malcolm Ticknor, AIA, and William J. Geddis, FAIA, principals-in-charge; Tony Yamada, William Feldkamp, and Richard Brimley, project architects; Klaus Muller, Sally Counts, and Sandy Sunderlage, interior designers; Denise Lugar, graphic designer; Michael Nason, Nelson Hammer, and Peter Cummin, landscape architects. **General contractor**—Han Yang Construction Co.









COUNTY COURT REDESIGNS FOR PUBLIC APPEAL

A Rockville, Md. renovation fosters community interface

Efficient consolidation of operations and greater accessibility for visitors were achieved for the Montgomery County building, a 30,000-sq.-ft. facility constructed in the 1950s and partially renovated by Perkins & Will Architects, Washington, D.C.

A non-authoritarian organization of space was realized for both a seventh floor hearing room and 32 sixth-floor offices for council members of this Rockville, Md. building. Design helped arrange related departments efficiently, while making them more identifiable to the public. Throughout the renovated space, a relaxed atmosphere is communicated by soft, subdued colorations, curved forms, and natural materials including oak millwork and glass block partitions. Through the latter, outdoor light is communicated to interiors.

Solutions are esthetic and practical

However, aside from the design's esthetic appeal, very practical solutions were realized through these space planning techniques. Notes Gunter Buerk, vice president and design principal, Perkins & Will, Washington, "Some of the hearing meetings may be prolonged into the night. For this reason, we chose neutral colors.

"In addition, a great deal of thought went into the seating arrangement for the hearing room. Seating was configured on a



Fluid, curved lines are applied in interiors for Montgomery County building. An informal design was achieved in reception and public areas through use of color and form. Shown here is sixth floor reception.





Photography by Walter Smalling, Jr.

MONTGOMERY COUNTY COURT

Interiors are humanized

slight angle and rotated into the room for a dynamic look. This enabled the public in-attendance to face the council staff."

The council president sits at the center of a semicircular dais. Behind him is the council seal, at the focal point of the hearing room. Dais millwork is detailed to distinguish council members' location from the council president's position. And, the presenter's desk is set directly parallel to the council president, but is oriented at a wider angle to distinguish the desk from audience seating.

Seating is asymmetrical by intent since it was necessary to give both the audience and council members visual access to a projection area. The arrangement also provides for additional standing room near the entrance.

The curved millwork of the dais creates a fluid line that brings council members closer to the audience. Color—white and gray with dark blue and mauve—and fabric in this room were chosen to complement the colors of the seal and flag; they also serve to subtly humanize the scale of the room.

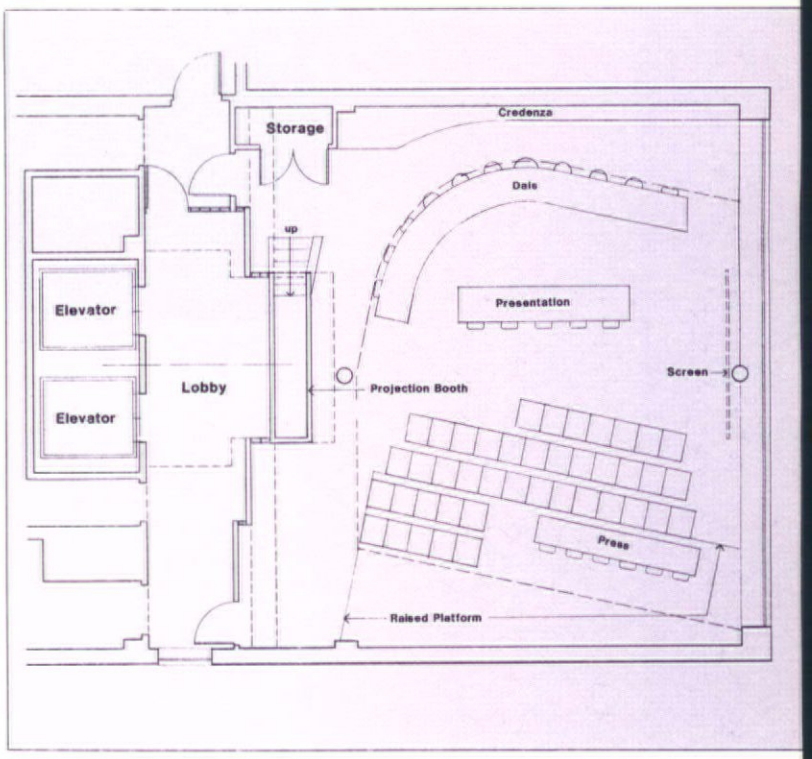
The hearing room is directly served by the building's central elevator bank and easily reached from entryways.

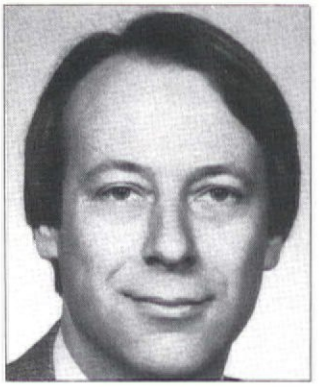
Visitor circulation, waiting areas delineated

In addition to the hearing room, office space on the building's sixth floor was part of Perkins & Will's 14,000-sq.-ft. renovation.

A wide floor plan with a large central corridor on this level is broken up by designers with glass block partitions that delineate visitor areas from private offices. The corridor's length is further modified by use of piers and intermittent corridor bays housing storage and reception areas.

A central entry lobby is designed to draw visitors' attention to a semicircular reception desk, highlighted by use of a soft, salmon color and radially-positioned indirect lighting in a curved ceiling surface overhead. Systems furniture is employed extensively on this floor; standard fabrics and finishes were chosen to complement furnishings. □





Gunter Buerk, vice president and design principal, Perkins & Will, Washington, D.C. created a "refreshingly non-authoritarian, innovative spatial organization," according to tenants of the Montgomery County office building, Rockville, Md.

Seventh-floor hearing room (opp. page, bottom; and plan view, above) accommodates most of the council's scheduled public hearings. A non-traditional, informal atmosphere was achieved that relates to the public both visually and functionally. Public and office space on the sixth floor was also renovated (opp. page, top). Shown is a central corridor that uses subtle colorations and lighting effects achieved through use of piers and corridor bays.

SOURCES

Seating—iil Incorporated, JG Furniture, Kron, Thonet, Vecta Contract, Sunar. **Carpeting**—Charleston Carpets, Bigelow. **Lighting**—Lam Lighting. **Drum tables**—Alternative Design Inc. **Custom Millwork**—Ivan C. Dutterer Inc. **Files**—Steelcase. **Window treatments**—Levelor Lorentzen. **Fabric panels**—Decoustics. **Signage**—APCO Graphics.

Architecture and interior design—Perkins & Will, Washington, D.C.; Gunter Buerk, vice president, design principal; Kenneth Carswell, vice president, principal-in-charge; Anthony Consoli, Jacquelin Forbes, Ruth Gless, architectural and interior design team. **Communication consultant**—NAVCO, McLean. **Dealer suppliers**—Commercial Office furniture, M.S. Ginn & Co., G-4 Inc.



DESIGN MEETS USER NEEDS, BOOSTS TAX DEPT. EFFICIENCY

Re-use plan based on gov't employee input has productive results

Adaptive re-use of a 1906 shoe factory as an open plan office facility has proven cost-effective and productive for the State of Virginia's Department of Taxation. In fact, planners claim that improved esthetics have increased worker efficiency, enabling the department to maintain current staff levels even though its workload has grown.

Interior design and architectural firm Glave Newman Anderson (GNA), Richmond, attributes much of the project's success to the client's attention to employee needs. Following a method they deem unusual in government projects, space planners surveyed each staff member to determine his workspace requirements. They also met with department heads and worker teams throughout the project's development to ascertain whether the design concept would be found objectionable. Apparently, this approach to design has aided the department in ongoing operations; according to GNA principal Pete Anderson, the client now uses the teams to improve interdepartmental staff communications.

Phase planning minimizes schedule disruptions

When the tax department outgrew its previous Richmond office, plans initially called for construction of a new building. However, costs projected by feasibility studies appeared prohibitive for new construction, while architectural elements found in the reusable space had much appeal.

The renovation program included extensive structural changes in the 1906 building as well as redecoration of an 18-year-old addition. A seven-phase construction schedule permitted employees to work in the facility with minimal workflow disruptions, particularly during tax season. Says Anderson, "The employees get a lot of credit for putting up with inconveniences during renovation."

Designers first gutted the North-South corridor of the turn-of-the-century factory to reveal high ceilings and skylights concealed by a former tenant, the Department of Motor Vehicles. Once the site where boxcars were loaded by Stephen Putney Shoe Co. workers, this generous, 26-ft.-high clerestory corridor now houses a quarry-tiled lobby, open plan offices, and free-standing panel-enclosed conference rooms.

A 50- by 20-ft. boardroom and 250- by 20-ft. commissioner's

The facade of the 1906 shoe factory (above) once sported crossed swords—symbols of the original tenant's product, Battle Axe Shoes for women. These were not included in the renovation. An open plan clerestory corridor (opp. page, bottom) was formerly used to load freight cars with merchandise. Computer terminals (opp. page, top) are located in an 18-year-old wing, which is more suited to complex wiring.









VIRGINIA DEPARTMENT OF TAXATION

All project phases approved by employee teams

office are located in the "head house" where the building gains a third story and a gracious arched window. All of these spaces are open plan to maximize natural light and airiness.

Reworked wiring for open plan

Designers then installed dropped ceilings on both sides of the corridor to provide housing for electrical systems. Columns located at 16-ft. intervals were also electrified to provide additional power in open plan bays. Westinghouse panel systems supplement power management at individual workstations.

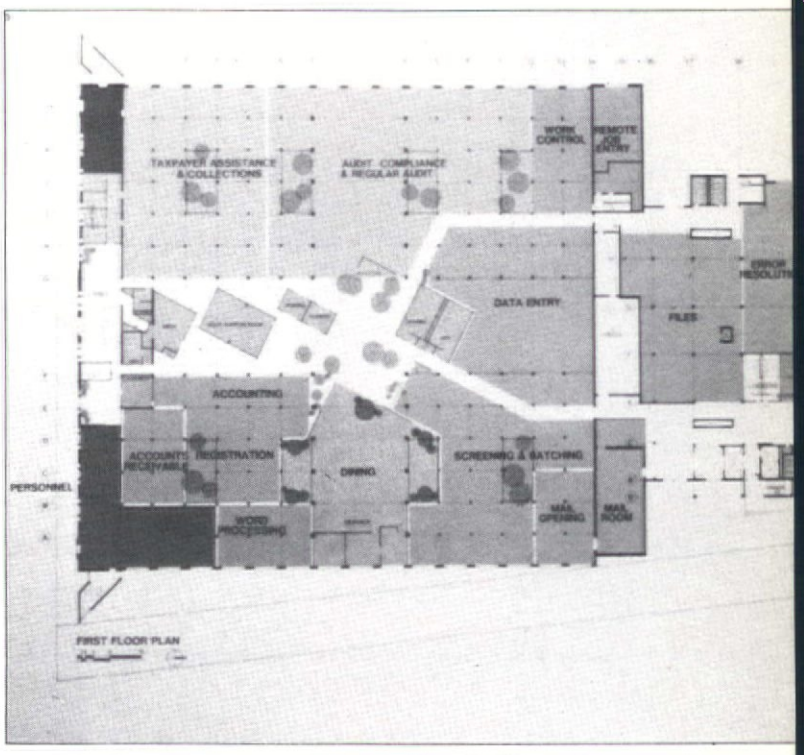
Also reworked were various plumbing systems to permit relocation of bathroom and dining facilities. Previously located in a 50-sq.-ft. interior structure at the far end of the corridor, these facilities can now be found to the corridor's left and right. To maintain the continuity of the open plan setting, designers specified a glass-wall enclosure for the dining area; conference rooms located in the dining room's previous site are surrounded by 80-in. circular panels.

Systems furniture dictates color scheme

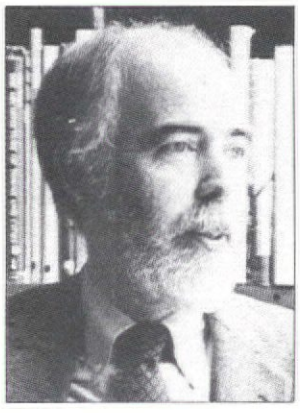
Because Westinghouse holds the Virginia government's furniture contract, GNA was obligated to use this manufacturer's furniture system. However, these systems actually solved a variety of functional and esthetic problems for planners.

For example, the cheerful ambience found in the office is largely contributed by a primary color palette. Because these colors are standards in Westinghouse's panel and upholstery fabric program, they were easy to obtain and became the basis for coordinates selections.

Standard Westinghouse workstations also provide lighting solutions by contributing integral task illumination to the facility's ambient lighting system. Most important, they are available in configurations which meet employee workspace requirements recorded in personnel survey results. □



A mandate from top management specified that all offices and conference areas would be open plan (opp. page) to maximize natural illumination in the skylight-filled facility. Primary colors enhance the bright, cheerful environment. Floorplan (above) shows open plan configurations throughout the clerestory corridor.



GNA attributes the renovation program's success to the tax department's interest in addressing staff concerns. However, "employees deserve a lot of credit for putting up with the inconveniences," notes principal Pete Anderson (left).

SOURCES

Systems furniture—Westinghouse. **Reception area seating**—David-Edward. **Conference table and chairs**—Rudd International. **Planters and benches**—Timberform. **Banners**—Festival Flags. **Wallcoverings**—Design Tex. **Carpeting**—J & J Industries. **Lighting**—Luxo, Forum. **Quarry tile**—American Olean.

Interior design—Samuel (Pete) Anderson III, principal-in-charge; W. H. Limpscomb III, project manager; Diane B. Turner, director of interiors; Elizabeth M. Ryan, interior designer; Woodrow D. Palmore, project administrator; Glave Newman Anderson Architects. **Furniture dealer**—Contract Interiors Inc. **General contractor**—Heindl Evans.
Photos by Joann Sieberg-Baker

ASID DESIGNER SURVEY: CLIENTS WANT INTERIORS THAT SPUR PRODUCTIVITY

Poll shows that designers do not consider factors of privacy, space-per-person as critical to good design

A vast majority of ASID designer clients—93 percent—consider interior design to be an effective means of increasing productivity in the workplace. Indeed, for 77 percent of designers polled in a recent survey, a majority of their clients have requested "productivity enhancing" design for projects.

Those conclusions are drawn from a research study titled "Designing For Productivity" conducted by the American Society of Interior Designers (ASID) in cooperation with CONTRACT Magazine. The study conclusions were drawn from a four-page questionnaire sent to 2,400 ASID professional members selected at random from the association's membership roster of designers involved in contract work. An impressive 26 percent (615) designers responded to the survey.

Esthetics sometimes suffer

More than two of five respondents (43 percent) reported that esthetics sometimes suffer when they are designing specifically for increased productivity.

Significant in the results of the poll is the apparent client perception that well-designed office environments *do* contribute to enhanced productivity in the workplace.

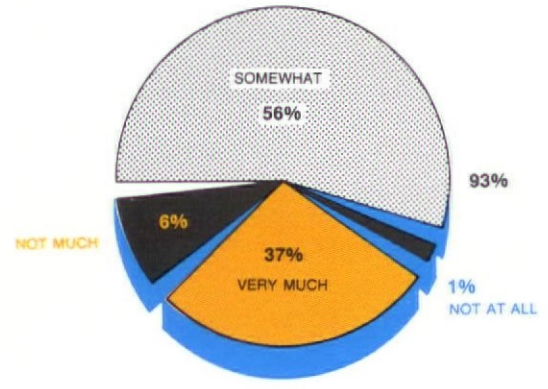
Asked to indicate the amount of total time spent on specific design problems in 1983, as contrasted with 1980, virtually all designers in the survey (97 percent) reported that they were heavily into design of space to accommodate computers and word processors.

Most designers claimed that they were spending at least half their time on such problems, as compared to only a 25 percent time expenditure in 1980.

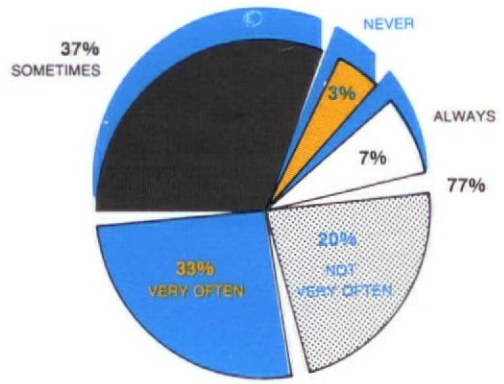
Given 16 design elements to rate on degree of importance in making a contribution to a productive environment, lighting was ranked first by 92 percent of designer respondents, acoustics was rated to be of second importance, while furniture was found important by 77 percent of respondents.

As perceived by clients, the elements considered *very* important varied from designer rankings. While lighting was still number one in the designer's perception and "client perception-ranking," acoustics and departmental adjacencies tied for second in the latter list, while designers ranked acoustics

"Do your clients view interior design as a means of increasing productivity?"



"Do your clients request that increasing productivity be a major consideration in your designs?"



ASID INDUSTRY FOUNDATION MEMBERS COMMENT ON PRODUCTIVITY ISSUE

Simultaneously with the ASID productivity study, CONTRACT contacted members of ASID's Industry Foundation (IF) and an ASID educator to get their views on productivity as an office design criterion. Participating members of the Industry Foundation include both industry and professional ASID members.

Created when the American Institute of Designers (AID) and the National Society of Interior Designers (NSID) merged to form ASID in 1974, the ASID Industry Foundation now consists of more than 700 firms and professional members from most ASID chapters. It reflects ASID's recognition that manufacturers of products used by the design industry play an integral role in the total design process.

This partnership of professional designers and the suppliers on which they rely so heavily is reflected in a year-long program of mutual support, both at individual chapter and national levels.

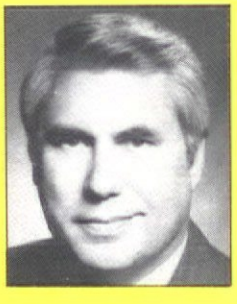
Guided by a steering committee that has equal representation from professional ASID members and industry members, the Industry Foundation provides beneficial services to professional ASID members and industry members alike.

Typically, the IF publishes an annual Industry Foundation Membership Directory, conducts mailings to ASID chapters on chapter/industry relations, establishes guidelines for industry membership, oversees publication of special reports, maintains an educational film library, publishes Industry Bulletins of an educational nature for the designer, and runs daylong educational seminars for ASID members four times a year in various regions of the country, generally during major markets.

Other activities include preparation of slide/sound presentations for ASID conferences and identification of governmental agencies, firms, and other organizations compiling information about new product applications and technologies, especially in the areas of energy efficiency, noise control, and health and safety considerations.

More information on the ASID/IF is available from Gail Morin, Industry Foundation Director, ASID National Headquarters, 1430 Broadway, New York, NY 10018.

WILLIAM RICHARDS WHALEY, FASID

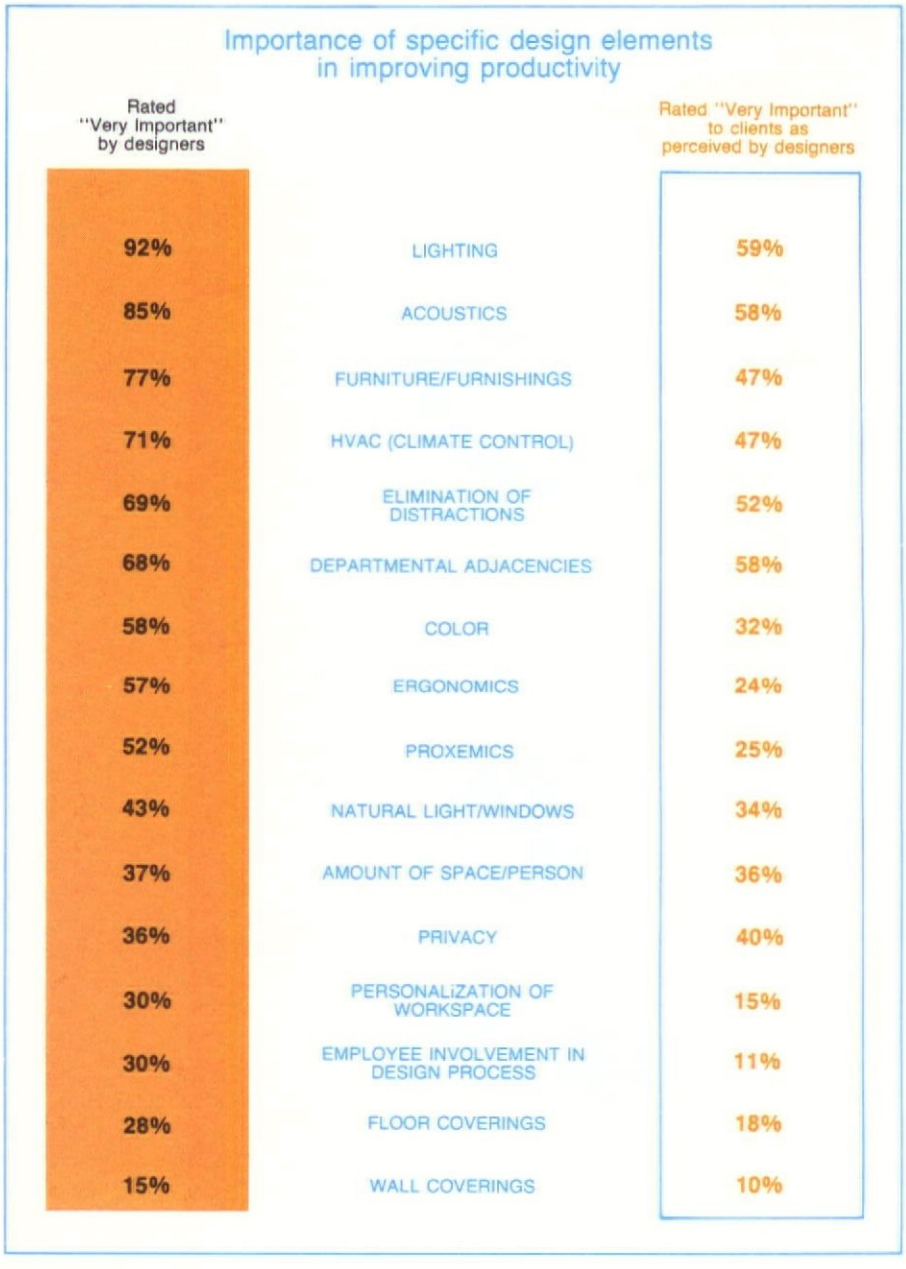


PRESIDENT, ASID
ASSOCIATE,
HELLMUTH, OBATA,
KASSABAUM
WASHINGTON, DC

"The ASID's research into how interior design influences worker productivity reports that clients are considered by designers to be growing aware of how interior design fosters worker efficiency. Through experience, designers now perceive that clients are gaining a fuller understanding of the potential of interior design to positively affect job performance.

ASID PRODUCTIVITY SURVEY

Client & designer cooperate on how to plan space for productivity



a strong second and adjacencies about fifth *(see chart on this page)*.

Privacy for productivity ranked low

Unexpectedly, only one-third of respondents felt that privacy or the amount of space-per-person was key to a productive environment.

Reflecting a commonly held belief, the majority of polled designers felt that the productivity of clerical/secretarial and middle management staffs could be increased through interior design. Significantly fewer designers (31 percent) thought that design features would enhance the productivity of top management.

A trend toward smaller-sized work areas for middle management and clerical/secretarial workers was reported by three-quarters of polled designers. Forty-three percent reported a trend toward smaller offices for top management.

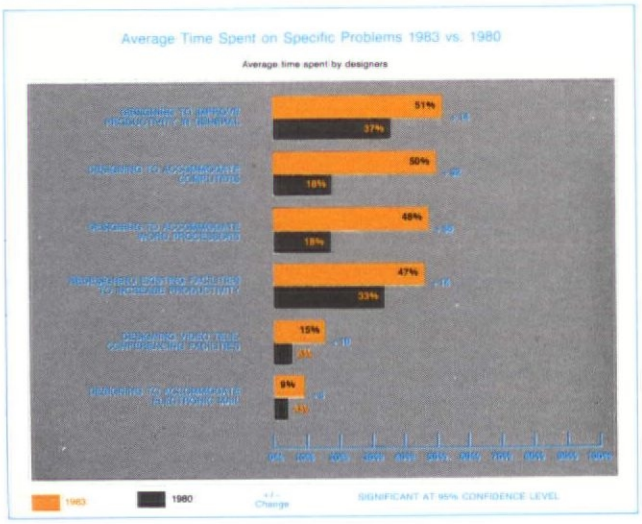
Significantly, however, nearly seven out of 10 respondents (69 percent) reported that working with smaller spaces did not limit their design efforts for a productive environment.

As expected, about 25 percent more designers frequently encouraged pre-occupancy than post-occupancy surveys. The latter, it is reasoned, may be considered potentially damaging to client/designer relationships. Only two in five reported conducting post-occupancy surveys.

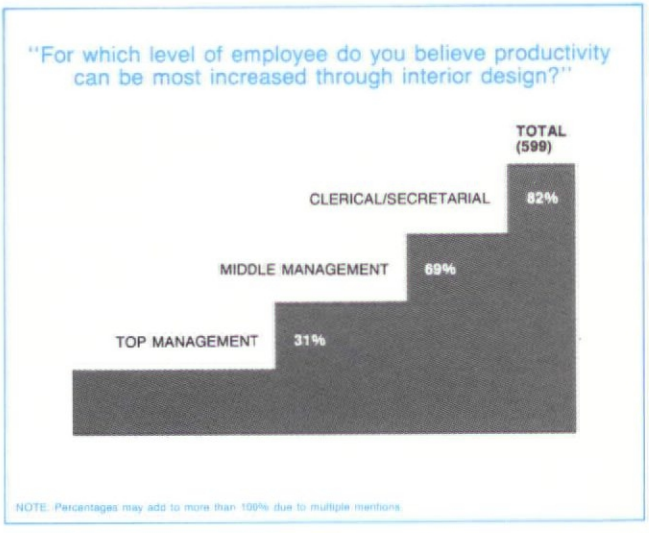
Business needs productivity design

Conclusions drawn from the survey are that designing interiors to enhance white-collar productivity is a growing need of business and industry.

Management has realized that well-designed offices can yield significant gains in worker productivity. As a result, more and more clients today are requesting office designs in which the major emphasis is on productivity. Thus, contract space design







"It is becoming key for designers to involve clients and end-users in the process of design. It is necessary to get client support through client participation.

"Conducting pre- and post-occupancy evaluations is one means designers can use to fully engage clients in the design of their interior space. If designers and clients more closely evaluate the needs of personnel, they might be able to minimize rather than aggravate worker absenteeism, for example. In one headquarters I toured recently, absenteeism was recorded at 20 percent of the workforce *after* occupancy of the new space, implying a sad negligence on the part of both the building's designers and its occupants.

"Interior environment is important. Together with salary, benefits, and job security, work environment is a key motivator, as disclosed by current field research—including that of ASID.

"The message we are left with is that in order to create the best environments, perhaps we should be stressing measurement of the *influences* on productivity rather than measurement of productivity itself."

FRANCES E. WILSON, FASID
DESIGN CONSULTANT
NEW CANAAN, CONN.



"The computer is drawing interior designers into the contract field to help solve productivity problems.

"Because space design that incorporates computer terminals and equipment forces planners to create more efficient office layouts, those areas which house computers have received the most attention. However, by studying how computers impact office planning, designers have also grown more aware of the needs of people working without computers.

"Furniture manufacturers have also become more concerned with productivity issues. Panel systems have come the furthest in making the office more productive, thanks to the development of 'wet' panels which help manage the 'spaghetti,' but seating has come a long way as well.

"Up until five years ago, chairs could not do more than tilt, swivel, and move up and down. Today, we have chairs that adjust to a range of body shapes and sizes in any given day.

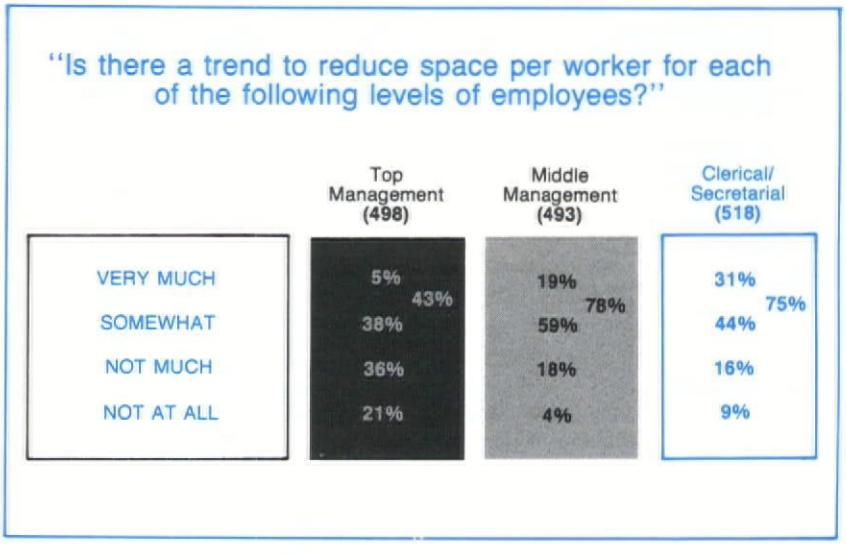
"Lighting will probably be the next category in which we will see major breakthroughs. It is currently receiving a lot of attention due to the tremendous effect it has on the productivity of computer operators.

"Today, clients are more sophisticated when it comes to productivity concerns. Those who are unaware of new developments are willing to be educated, not only about what is available, but also about the different capabilities each product is engineered to feature.

"Productivity is a buzzword and will continue to be one for a while. I do not think we have yet reached the industry's peak in this area."

ASID PRODUCTIVITY SURVEY

Designers have integral role in shaping workspace future



ranks significantly alongside more traditional methods of increasing productivity, such as job re-training, incentives, and re-tooling.

Automation design increases

Compared to 1980, designers are now spending significantly more of their time designing for computers, word processors, and video teleconferencing facilities. An obvious conclusion that can be drawn from this fact is that as the office gets more automated, the need for "humanized" workspace and interior re-design increases.

Since a significant number of respondents indicate that esthetics sometimes suffer for the sake of productivity, the study relates, a better balance between the two is a major challenge facing designers. The trend toward reduced workspace for top management suggests that the traditional trappings of status—that is, large offices—are giving way to more functional approaches to design for this level of professional.

One of the biggest surprises of the survey shows that contrary to widely held beliefs, privacy and the amount of space per person are not considered critical to efficient design. Few designers, in fact, felt that either of those factors were very important for a productive environment.

Thus, an obvious conclusion drawn from the productivity survey is that with the growing demand for well-designed efficient offices and facilities, contract designers have the opportunity to play an integral role in shaping the workspace of the future. Charts on these pages illustrate this and other key conclusions of the ASID poll.

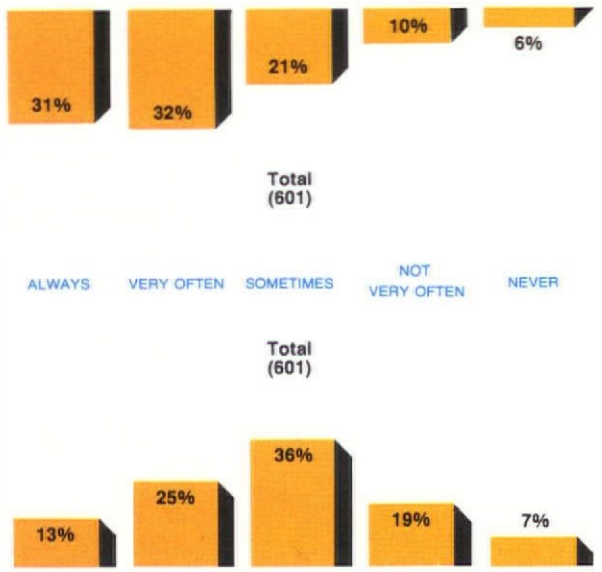
Survey methods yield profile data

To produce the results of this survey, 2,400 American Society of Interior Designers (ASID) professional members were polled.

Objective of the comprehensive, four-page poll, conducted

a.

"Do you conduct PRE-OCCUPANCY evaluation studies with your clients?"



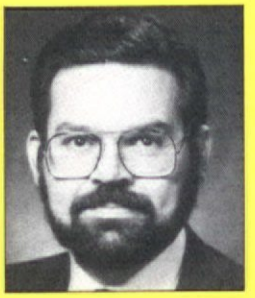
"Do you conduct POST-OCCUPANCY evaluation studies with your clients?"

b.

Time Spent on Specific Design Problems 1983 vs. 1980

a.	Average amount of time Spent on designing to increase productivity in general	51% in 1983	37% in 1980
b.	Average amount of time Spent on designing to accommodate computers:	50% in 1983	18% in 1980
c.	Average amount of time Spent on designing to accommodate word processors:	48% in 1983	18% in 1980
d.	Average amount of time spent on redesigning existing facilities to increase productivity:	47% in 1983	32% in 1980

TERRY WEST
STEELCASE, INC.
GRAND RAPIDS, MI

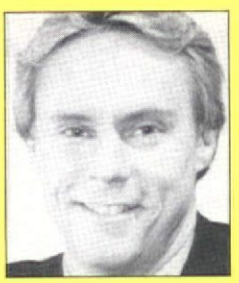


"We look at productivity as the sum of three factors: the built environment, which includes furnishings; electronics; and human resources, which contribute attitudes and values that exist in an organization. Insofar as furnishings are concerned, we ask the question 'How well do they support the other two elements?' Furnishings must support, accommodate, and integrate electronic components in the office.

"Combined, furnishings and electronics must provide a good work environment for people, with sensitivity to their needs, personal privacy, and sense of wellbeing. Given the integration of those factors, prospects for increasing productivity expand, but the corporation must address all three factors at one time in order to realize benefits.

"From an holistic point of view, the productivity issue is taking on greater importance. However, we are not going to see a great leap forward in the next five years. Productivity enhancement is more an evolutionary development than a revolutionary one.

"As for measuring productivity, there is always the possibility of developing an objective way to assess it. But for now, measurement, except for calculating key strokes at the secretarial level, is elusive."



JOHN ALLIN, ASID
LIFE DESIGN
SAN FRANCISCO, CA

"The bottom line of increased productivity is behavior modification through increased motivation. Part of that involves the employee in the design planning process to enhance his or her working environment; another part entails a study of the efficiency of the effort in post-occupancy evaluations.

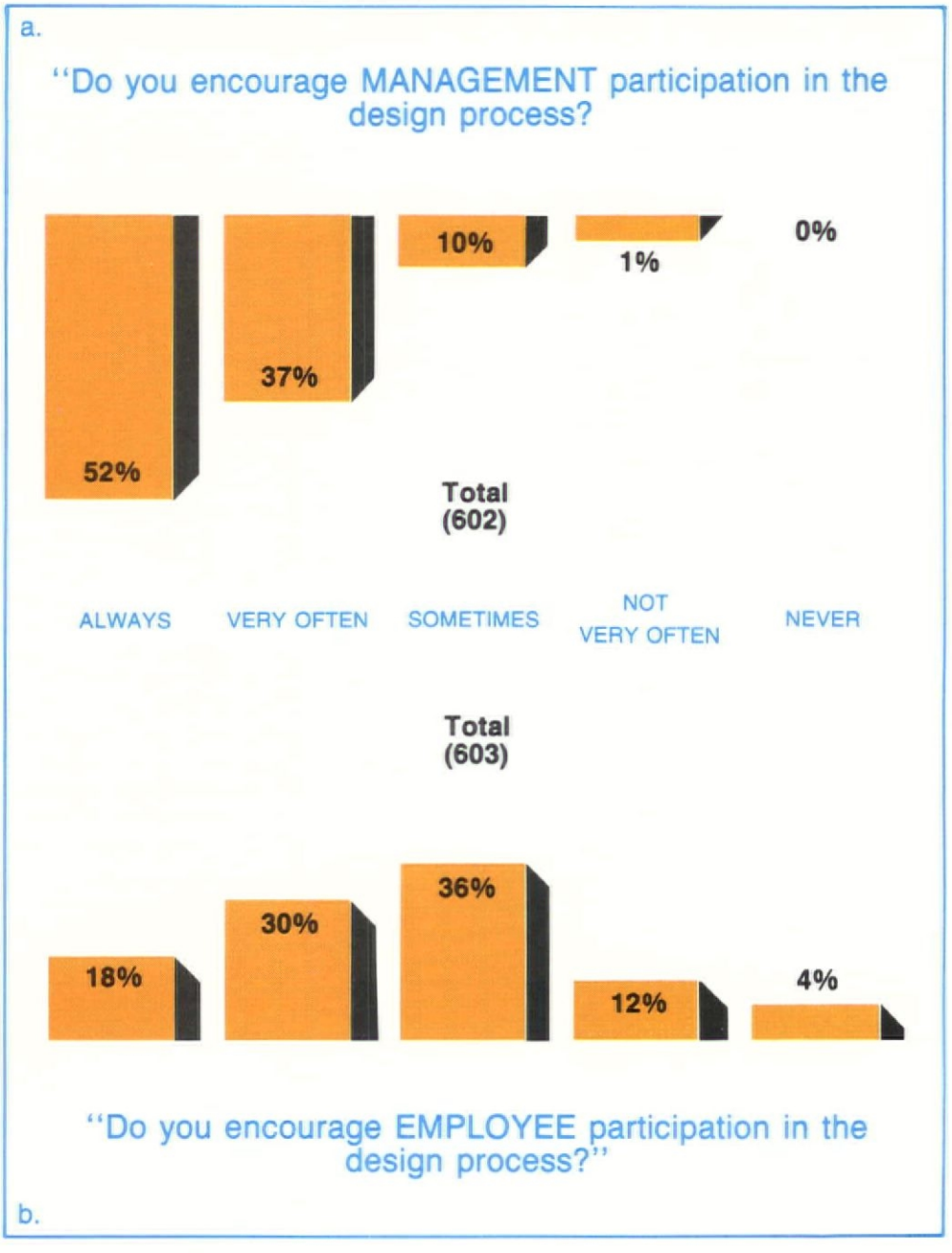
"Traditionally, efforts of designers have been esthetically oriented. Today, however, designers spend more time in the mechanics and economics of the design process. The designer's time is now 90 percent organizational and 10 percent creative. As a result, designers have not taken initiative in pushing post-occupancy evaluations.

"Nonetheless, measuring worker productivity is within the realm of possibility. For example, if a company experiences a reduction in space and/or people, yet produces the same amount of product, this can be taken as a sign of increased productivity.

"Or, given the same number of employees and a better organization of space, activity flow can be increased. It is a mistake that most companies measure productivity only in

ASID PRODUCTIVITY SURVEY

Business needs space design that boosts performance



in cooperation with CONTRACT Magazine, was to determine directions in designing for productivity in the workplace. Names were selected at random from the ASID roster of designers doing contract work.

A total of 615 usable questionnaires were returned, giving a response rate of 26 percent. All responses were tabulated by an independent data processing firm. Answers indicated on the accompanying charts may vary in totals, since ambiguous and multiple responses are not tallied.

ASID members responded from 41 states and the District of Columbia.

Of 469 responses, almost one-quarter reported completing jobs totalling 100,000- to 350,000-sq.-ft. Twenty percent reported total square footage of contract projects in 1983 to be over 750,000 sq. ft. The mean was 522,000 sq. ft. for respondents.

Of all respondents, 474 reported their total contract projects last year numbered as follows: 28 percent over 25, 22 percent from 11 to 24, and 50 percent up to 10 projects. The mean figure was 28 projects.

Average square footage of those projects showed a mean of 41,700 sq. ft. Total dollar volume of design fees carried a mean of $43,000 and a median of $134,000. Furniture specification volume revealed a mean of $200,000 and a median of $78,000.

Confirming trends revealed in each of CONTRACT's own yearly regional Who's Who surveys, the ASID poll showed that 58 percent of respondents signified that their firms purchase and re-sell furniture and furnishings. That development has been an on-going effort by design firms to enhance profitability beyond normal fee structures.

Results of the total survey, portions of which are only highlighted in this article, are available on request. For further information, please write Productivity Survey, ASID National Headquarters, 1430 Broadway, New York, NY 10018. □

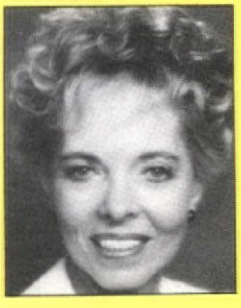
terms of improved profits or increasing amounts of activity.

"Of course, the idea is to *sustain* improved productivity. Otherwise, we can attribute the increase to the Hawthorne effect.

"Given two conditions—the ability to measure productivity and the ability to determine the efficiency of the design effort in post-occupancy evaluations—the design community is failing to live up to its potential. Most design professionals are not equipped by training or education to step into these roles.

"ASID and other professional organizations are forcing change in educational programs to enable designers to deal with these more sophisticated design issues. Again, the bottom line is a motivational factor. We truly are a behaviorally oriented profession that has not yet recognized its own capabilities. When we do, the issue of productivity enhancement will not be as perplexing as it appears to be. Then, the science of marketing design services will be appropriately paired to the needs of the business world."

SIVON REZNIKOFF, ASID
COLLEGE OF ARCHITECTURE
ARIZONA STATE UNIVERSITY
TEMPE, AZ



"In considering the fact that about four million micro-computers were shipped to office environments during 1983, there's no doubt that computer technology has had a great impact on productivity in the workplace. Via telecommunications, for example, we are able to draw on the intelligence and expertise of people throughout the country. We can now work together without having to be in the same building or city.

"It is also important that products which interface with new automated equipment, as well as persons using that equipment, be adaptable. The computer revolution has brought about changes in lighting and acoustic requirements, and workstation seating must integrate with worksurfaces.

"As long as the computer industry is in a state of flux, manufacturers must continue to evaluate the effectiveness of their products. There is no easy formula for this, besides which the rapidly changing office environment is going to get so complex that the basic formula is not going to work.

"During the past five or six years, manufacturers have been producing open plan systems which integrate with task/ambient lighting. They were caught off guard, however, when the micro-computer began appearing. A spot check of advertisements for open plan systems which were published in major design magazines just a couple of years ago, illustrates how computers were quickly placed in workstations which were obviously not designed for their use.

"The turn-around time that was needed to manufacture lower worksurfaces, design keyboard niches, and develop mechanical means to raise and lower display screens, verified the fact that major manufacturers were not prepared for the rapid change which occurred in the office environment in the early part of this decade."

ALAN RUDD
PRESIDENT
RUDD INTERNATIONAL
WASHINGTON, D.C.

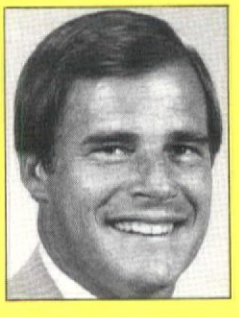


"In addressing the automated office, the contract industry first looked at the physical requirements of the computer. Now, we are also addressing the physical needs of the computer user. This approach will bring about real productivity gains.

"However, we also need to place more emphasis on developing furniture which meets the needs of workers who are not located at computer terminals. Although many of the features that are now standard on computer-support workstations will benefit the worker who is not using a terminal, stations designed for the latter never offer the same amount of adjustability. This fact is also true of seating.

"To date, I have never seen a study that measures productivity scientifically—a study which can be applied to an office environment at random. What we have are guidelines which we can follow to make office furnishings more comfortable, enhance personal space, and improve the *overall* environment. In theory, these elements will work together to generate greater office productivity."

JEFFREY W. BROWN
PRESIDENT
COMPREHENSIVE MARKETING
LA GRANGE, GA



"To reach our goal of white-collar productivity, we have got to engage in a team effort, involving architects, manufacturers, designers, and end-users.

"Technology is what will give us phenomenal gains; it is what will help designers design for change and not for obsolescence. Increasing use of technology in offices will force the practices of architecture and interior design into closer cooperation.

"Similarly, designers and their clients will work cooperatively on all levels. A critical evaluation of client company growth and direction will become more necessary as there must be design for change and flexibility in the workplace.

"In line with this, we have to increase dialogue between designers and manufacturers. BIFMA has challenged its members to design the computerized office before the effort is undertaken by another field or manufacturer group.

"True innovation, however, seldom occurs within the industry that is affected by it. So 'innovation occurs by invasion.' Do we see a tip of the iceberg when IBM goes into the office furniture business? I was intrigued to read recently that interior designers cannot project space needs due to secrecy enforced by automation vendors."

150 SHOW EXHIBITS, 40 WORKSHOPS' EDUCATE SPECIFIERS AT 1984 ASID EXPO

Broad-based conference takes designers 'Beyond the Line' to new challenges

Nearly 40 workshops and 150 exhibitors have been confirmed by the American Society of Interior Designers (ASID) for its 1984 national convention. Currently, more than 2,000 participants are expected to attend this comprehensive event, scheduled August 15-19 at the Hyatt Regency Hotel, Chicago.

Through the theme "Beyond the Line," ASID members will explore new challenges facing the design profession in the 1980s. Topics now on the workshop agenda range from computer-aided design to coping with on-the-job stress, providing a thorough overview of how the designer's role has evolved.

Goldberger to keynote

In addition, attendees will be afforded opportunities to view a wide range of interior furnishings and related equipment at the conference's International Exposition of Designer Sources. Plans call for all-day exhibit hours throughout the week-long event.

Kicking off the conference on Wednesday, August 15, will be a program titled "Beyond The Blackboard," which will bring students and professionals together for a day of seminars. Students unable to attend the entire conference may participate in this event for a $25 fee, which will also entitle them to a sneak preview of furnishings exhibits.

A welcome party will be held Wednesday evening for students and early arrivals. However, the convention will begin officially on Thursday, August 16 at 8 a.m. when conference chairman Larry Deutsch, ASID, and national president, William Richards Whaley, FASID, make their opening remarks. This presentation will be followed by a keynote address by *New York Times* architecture critic Paul Goldberger, who won a 1984 Pulitzer Prize for his design and architecture critiques and commentaries.

Diverse workshops scheduled

Seminars and workshops will be held almost continuously throughout the convention. In order to provide the most professional program possible, ASID has gathered experts in a range of fields to address the many scheduled topics. Currently, the workshop program includes the following:

Thursday, August 16

- "How to Work With an Interior Contractor," Rick Henry, Carter Construction Co., Miami, speaker; Milo Hoots, Jr., ASID, Milo Hoots Assoc., Washington, D.C., moderator.
- "Ten Design Predictions," John Allin, ASID, Life Design, San Francisco,

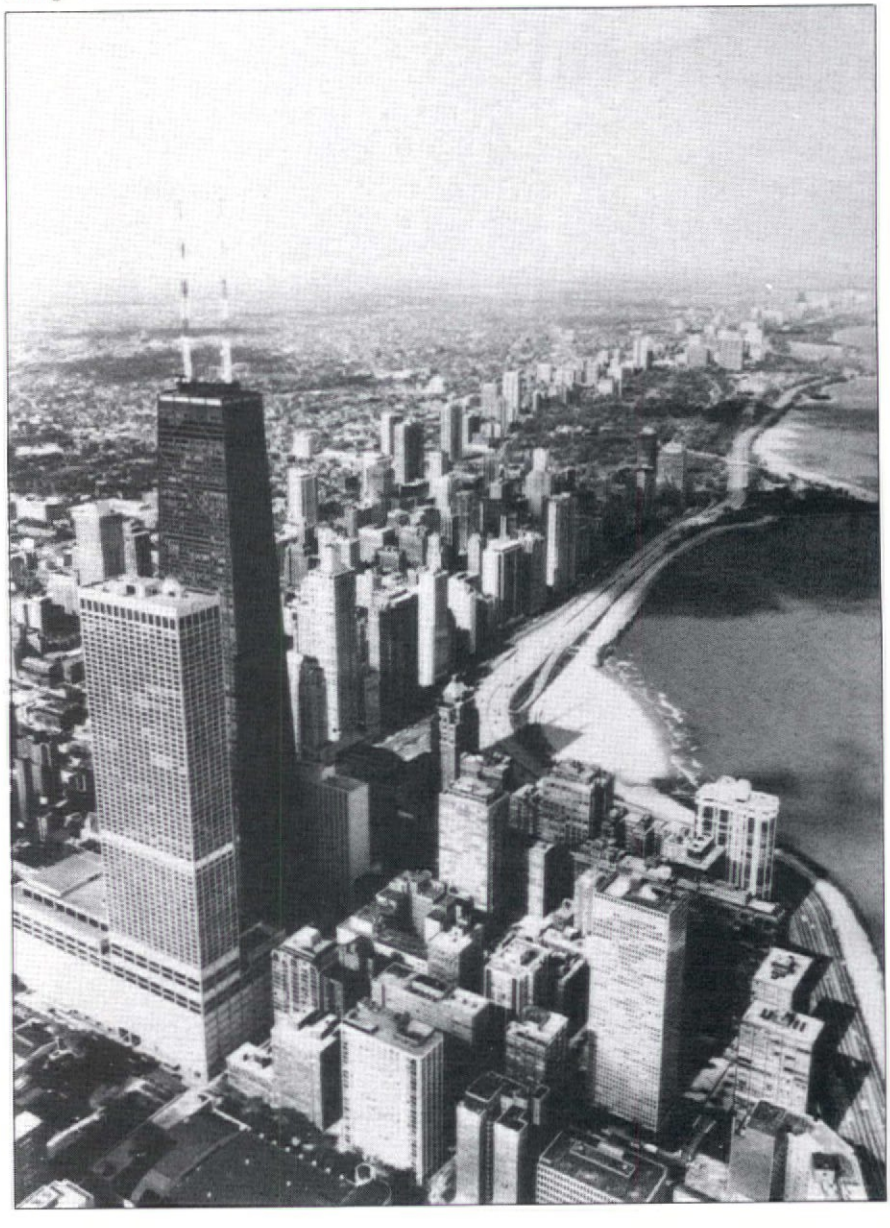
speaker; Theodora L. (Kim) Graham, ASID, Kim Graham Interiors, Woodbridge, Conn., moderator.

- "Coping With Stress," Dr. Audrey Roberts, Assn. of Services for Credit Unions, Madison, Wis., speaker; Ruth Ann Davis, ASID, Ruth Ann Davis Interior Design, Omaha, moderator.
- "Designer/Supplier Relationships," Phil Cooper, Executive Vice President; David-Edward Ltd., speaker; Karylyn Kuper, FASID, Berry Buckingham & Kuper, Omaha, moderator.
- "The Importance of Interior Detailing," Christopher Nims, AIA, Gensler & Assoc., Denver, speaker; Gary Wheeler, ASID, Wheeler-Hildebrandt Design, Minneapolis, moderator.
- "Color Course," Jacqulyn Yde, ASID, Jacqulyn Yde Design Assoc., Miami, speaker; Hollie Schick, ASID, The Design Studio, Madison, Wis., moderator.
- "Historic Preservation," Robert A. Furhoff, Robert A. Furhoff Restorations, Chicago, speaker; Peggy Gustave, ASID, Gustave Assoc., Phoenix, moderator.

Friday, August 17

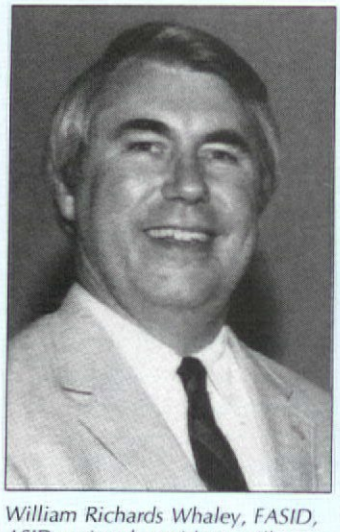
- "How to See," Charles J. Hess, Inferential Focus, New York, speaker; Anne Keigher, ASID, Janet Schirn Interiors, Chicago, moderator.
- "Quick Sketching," Kingsley Wu, associate professor, creative arts, Purdue Univ., speaker; Odette Lueck, ASID, Odette Lueck Interiors, Bowie, Md., moderator.
- "Career Considerations," Jeffrey Brown, Comprehensive Marketing, La Grange, Ga., speaker; Brian Collins, ASID, Brian Collins Design Group, Northville, Mich., moderator.
- "First and Lasting Impressions: The Critical First Four Minutes," Loretta Malandro, author, expert, non-verbal communications, Malandro Assoc. Inc., Tempe, Ariz., speaker.
- "Creativity," Mike Vance, former creative director, Disneyworld, speaker.
- "Interior Design Critique," Arnold Friedman, design professor, University of Massachusetts, Amherst, speaker; H. Gerard Ebert, Jr., ASID, Innerspace, Baltimore, moderator.
- "Life-Cycle Costing," William Sample, Lehigh-Leopold, Burlington, Ia.; Carmen Pucciarello, The Prudential Co., Newark, speakers; Charles Gandy, ASID, Charles Gandy & Assoc., Atlanta, moderator.
- "Computer Systems for Interior Design," Thomas Frank, FASID, Interior Design Assoc., Salt Lake City, speaker; William Manly, FASID, William Manly Assoc., Milwaukee.
- "Pillow Talk," Ann Sonet, Sonet Agency Ltd.; Jerrold Sonet, Esq., Levy & Sonet; Sarina Mascheroni, AMC Stores; John Mascheroni, furniture designer, speakers. *(Continued)*

Chicago's famous historic and contemporary buildings will be on the agenda for architectural tours during ASID's 1984 conference and exposition, August 15-19.

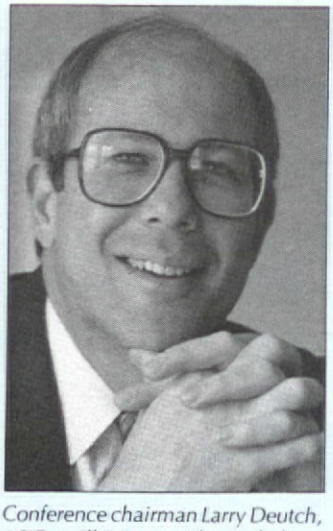


1984 ASID NATIONAL CONVENTION

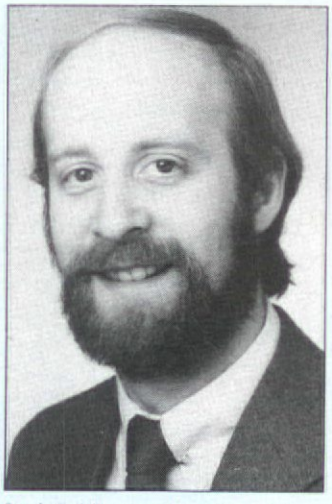
Educational programs include professional development courses



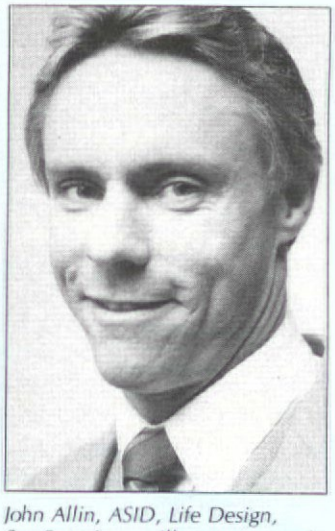
William Richards Whaley, FASID, ASID national president, will open the convention Thursday morning, August 16.



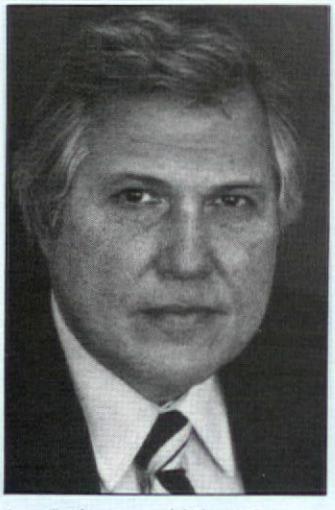
Conference chairman Larry Deutch, ASID, will join president Whaley in opening the convention, Thursday morning, August 16.



Paul Goldberger, New York Times architecture critic, is keynote speaker for the ASID '84 convention.



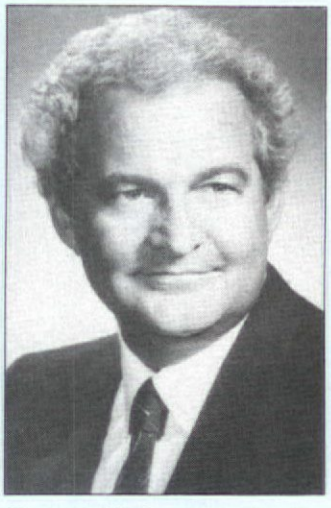
John Allin, ASID, Life Design, San Francisco, will present a seminar on office productivity, Sunday, August 19.



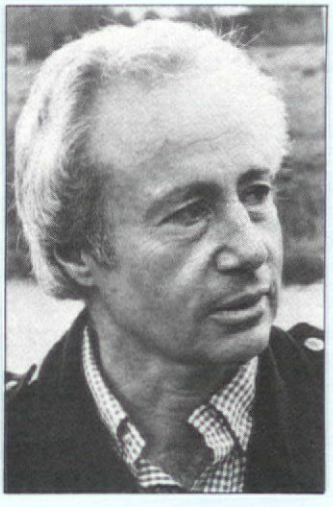
Len Corlin, co-publisher/editor, CONTRACT, will moderate John Allin's seminar on office productivity, Sunday, August 19.



Loretta Malandro, author, nonverbal communications expert, will discuss her area of expertise in a Friday session.



Disneyworld's former creative director, Mike Vance, will present a seminar on design creativity, Friday, August 17.



Author, communications consultant Ralph Caplan will be a featured speaker at a luncheon to be held Sunday, August 19.

Sunday, August 19

- "Office Productivity: The Key to Design Marketing in the Mid-Eighties," John Allin, ASID, Life Design, San Francisco, speaker; Len Corlin, co-publisher/editor, CONTRACT, moderator.
- "Raiders of the Lost Art," Stanley Tigerman and Margaret McCurry, ASID, Tigerman, Fugman, McCurry, Chicago, speakers; Beverly Russell, editor, Interiors, moderator.
- "Designer/Client Teamwork; Sohio Alaska HQ," Charles Whidden, HOK Interiors Group, San Francisco; Joseph Liska, Sohio Alaska Petroleum Co., Anchorage, speakers; Anne Fallucchi, associate publisher/editor, *Facilities Design & Management,* moderator.
- "ASID Members and Industry: A Working Partnership," Frank Judson, Stroheim & Romann, New York; Alan Siegel, Esq., Levy & Sonet, New York; Walter Waller, ASID, Maurice Weir Designs Inc., New York; Joel Ergas, ASID, Forbes-Ergas Design Inc., New York; Robert Fernbacher, Baker, Knapp & Tubbs, Chicago, speakers; Muriel Chess, editor, The Designer, moderator.

Many awards programs planned

In addition to these workshops, ASID will sponsor a series of Professional Development Courses for CEU credit which will be held as two-part sessions, Sunday, August 19. These include "Barrier-Free Design: Design For All People" with John Salmen, National Center For A Barrier-Free Environment, Washington, D.C.; "A Business System For Designers," conducted by Diane B. Worth, ASID, Interior Consultants, Scottsdale, Ariz.; "Strengthening Your Market Program," with Howard Birnberg, Birnberg & Assoc., Chicago; and "Light Work," conducted by James Benya, Luminae, San Francisco.

On Thursday morning, following the keynote address, ASID will present its coveted Human Environment Award to the National Center For A Barrier-Free Environment, Washington, D.C., for its "Learning to Design for Someone Different From Yourself" education program. This presentation will kick off a series of awards luncheons, and dinners.

Other awards presentations will include a Thursday evening dinner gala during which ASID Exhibit Design contest winners and recipients of the Industry Foundation Meritorious Service award will be honored. Also to be cited during this program are winners of ASID cosponsored competitions, including those held in conjunction with Vicrtex, Diller, Halo Lighting, Curtis Mathes, the National Association of Mirror Manufacturers, and Edward Fields. Winners of the ASID Product Catalogue Design Award Program will also be commended.

On Friday, August 17, ASID will hold a luncheon devoted to presentation of its Product Design Awards, and ASID/Scalamandre Significant Interiors Survey Grants. Saturday evening will feature a wine and cheese reception during which its Thomas Jefferson, Designer of Distinction, and Project Design awards will be presented. New ASID Fellows will also be announced at this event.

See Chicago sights

In addition to seminars, exhibits, and awards programs, ASID will sponsor tours of Chicago's historic and contemporary architectural sights to round out the convention program. Tours are tentatively scheduled for Saturday, August 18, and will include the Frank Lloyd Wright home and studio and the Halo Lighting plant. Seminars will not be held on Saturday; exhibits will remain open.

Because demand for conference events is expected to be high, ASID conference management suggests that participants register in advance. Some programs will be held twice during the conference in an effort to accommodate as many attendees as possible. Information on these programs and registration materials can be obtained by contacting ASID National Headquarters, 1430 Broadway, New York 10018; 212/944-9220. □

PARTIAL LIST OF CONTRACT EXHIBITORS

Robert Allen Contract Fabrics
Allied Corporation
All-Steel
Ametex Contract Fabrics
Amoco Fabrics
ArmStar
Armstrong World Inds.
ASID Computer Systems
Baker, Knapp & Tubbs
Bentley Mills
Bigelow-Sanford
Boris Kroll Fabrics
Bremworth Carpets
Brown Jordan
Capri Lighting
L.E. Carpenter & Co.
Collins & Aikman
Diller Corporation, The
Du Pont
Edward Fields
Formica
Halo Lighting/McGraw-Edison
Haworth
Hercules
Home & Castle
Lee Jofa
Jute Carpet Backing Council
Kentucky Wood Floors
Kirsch
Kofabco
Lehigh-Leopold
Levolor Lorentzen
Louverdrape
Marathon Carey-McFall
Mohawk Carpets
Permagrain Products
Philadelphia Carpets
Robertex
Scalamandre
Stark Carpet Corp.
Thybony Wallcoverings
Tropitone Furniture Co.
Westgate Fabrics
Westinghouse
Ralph Wilson Plastics
Winona Inds.



ENERGY-SAVING LAMPS, SLEEK DESIGN INTROS SHINING IN CHICAGO

American and Italian lighting manufacturers are displaying a variety of sleek-looking table and floor lamps that offer energy-saving options at NEOCON 16, Chicago Merchandise Mart. The lamps feature voltage-reducing transformers and low-wattage bulbs, reflecting heightened energy-consciousness among users; yet they have esthetic appeal.

Koch + Lowy Inc.—"Delta" task lamp utilizes a PL nine-watt bulb and features non-scratchable "Nextel" finish in choice of black or gray. Shade is made of stamped and folded steel, and rotates without conventional swivels or separate joints. **Circle No. 247.**

Architectural Supplements/Habitat—Tubular-shaped portable table lamp rests at an angle and can be ordered in matte black or matte white. Two compact fluorescent bulbs are utilized and are supplied with the fixture. **Circle No. 271.**

Brayton International—"Olympia" floor lamp uses a 300-watt quartz halogen bulb and features a dimmer control on the cord. Available powder-coated metal finishes include white, black, and burgundy. **Circle No. 272.**

Sirrah—"Mercurio" features a chromium-plated ball suspended from a red steel wire. Designed by Peppe Di Giuli and available through Collezione Simon Ltd., the lamp is made of aluminum casting and is equipped with two, 20-watt halogen bulbs and an electronic transformer. **Circle No. 298.**

Spectrums of Light—New line of H.I.D. portable lighting fixtures includes a variety of styles in open round, square, round, and fabric columns. **Circle No. 249.**

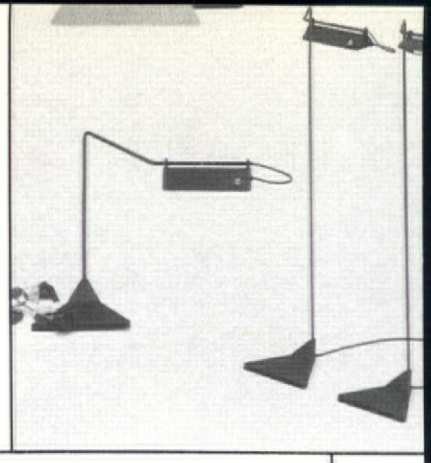
Haworth—"TriAmbient Lighting"™ is comprised of panel-supported and free-standing H.I.D. fixtures, combined with panel-supported fluorescent ambient and fluorescent task lighting. **Circle No. 269.**

Atelier International—"Tilt" wall lamp features a two-piece, semi-circular glass diffuser for even distribution of light from two, 60-watt incandescent sources. An open top provides direct upward light. **Circle No. 270.**

Steelcase—Ceiling-hung "Pendant" fixture for task and ambient lighting is UL approved and available in polished chrome, or six different tan, gray, or brown acrylic finishes. **Circle No. 248.**

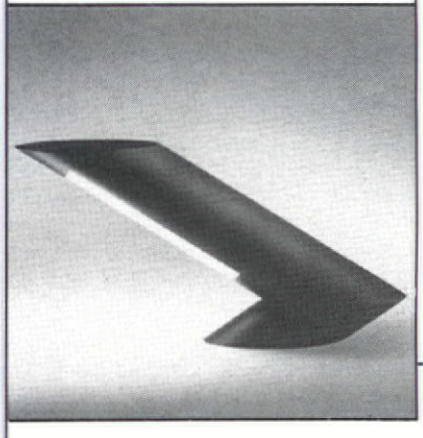
Luci—High-tech, low-voltage halogen lamp designed by Fratini is constructed of die-cast aluminum and is available through Nessen Lamps. Three finishes are offered including red, white, and black. **Circle No. 299.**

IPI/Skipper—"Concorde" table lamp is made of extruded aluminum and polycarbonate. An incorporated transformer reduces voltage from 110 to 12 volts and has an electronic light intensity control. **Circle No. 246.**

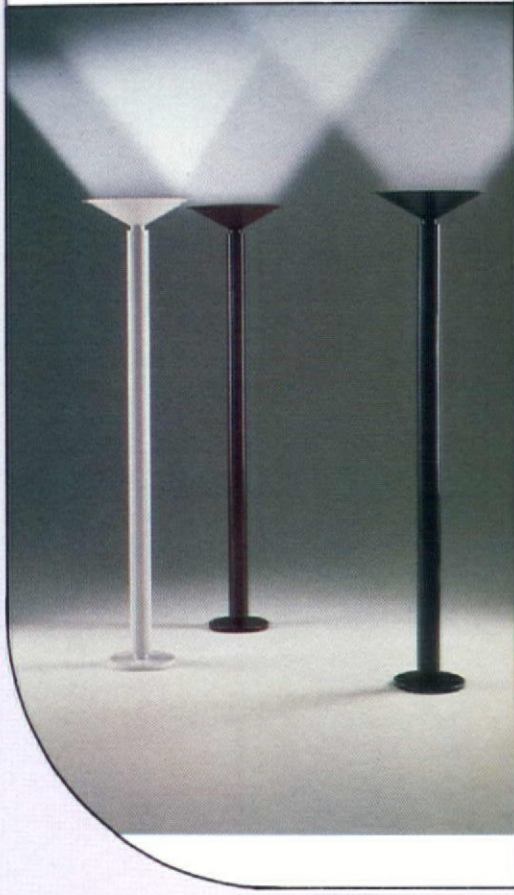


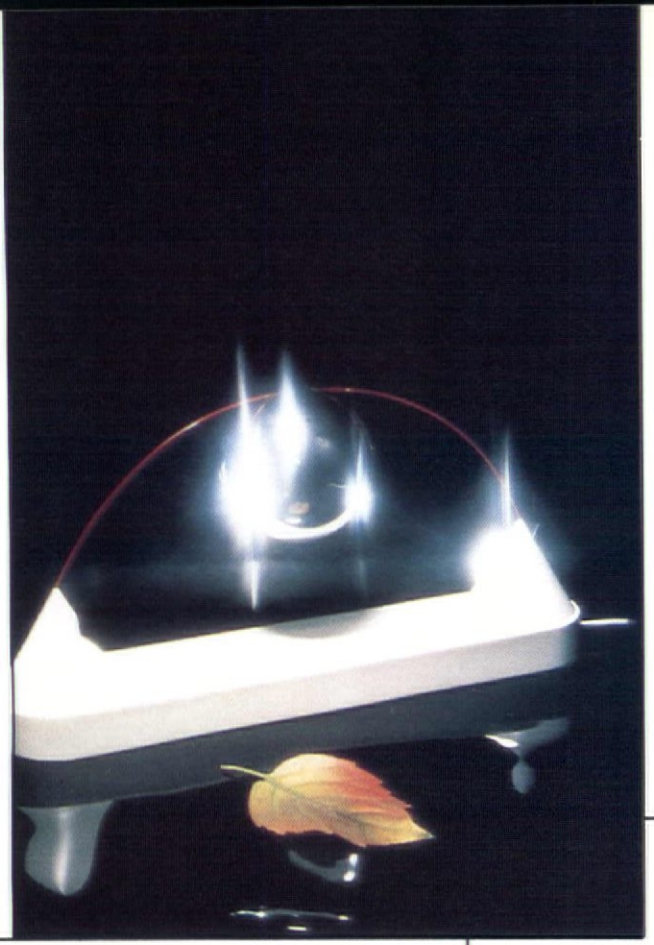
Koch + Lowy, **Space 1245**

Architectural Supplements, **Milo Bloch 415 N. LaSalle**

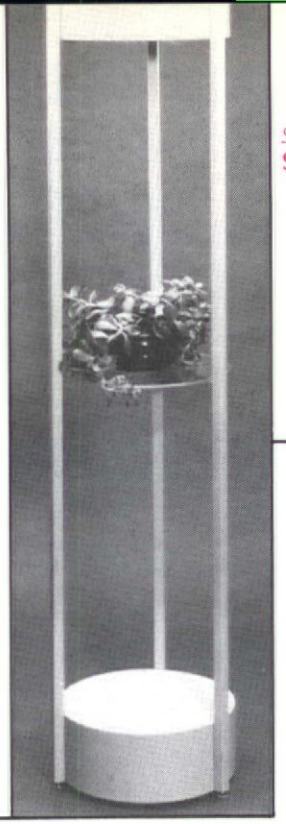


Brayton, **Space 939**





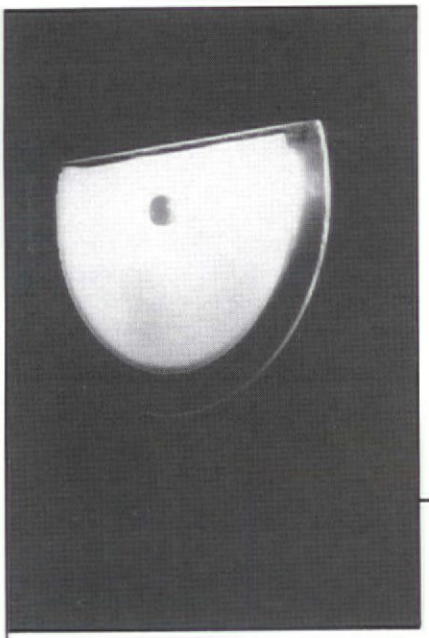
Sirrah,
Space 1209



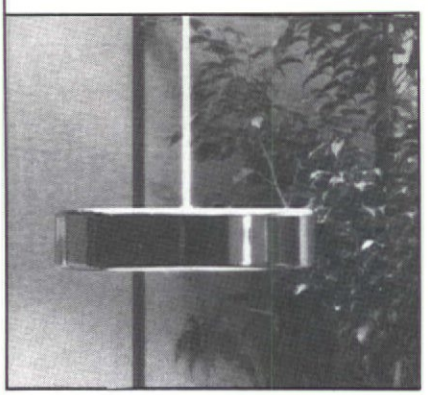
Spectrums of Light,
Space 1058



Haworth, **Space 976**



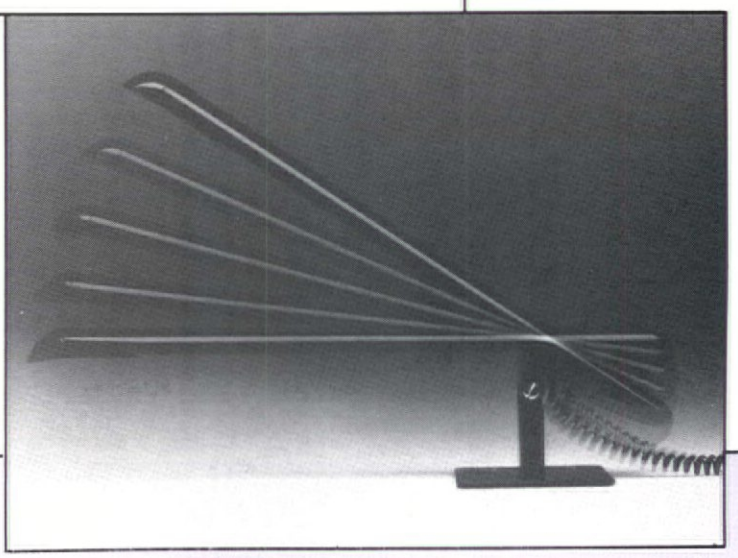
Atelier Int'l.,
Space 9-100



Steelcase, **Space 1014 and 1118**



Luci, **Space 1224A**



IPI/Skipper,
Space 841

CARPET ACCOUNTS FOR 20% OF FURNISHINGS COSTS, SPECIFIERS REPORT IN SURVEY

Poll reveals price is biggest single specification influence, followed by color & wearability; brand name carpets very important in contract

Carpet contributed an average 20 percent to all expenditures for contract furnishings and interior architectural products specified over the past three years by contract designers. Average price per yard was $17. The bulk of carpet specification—49 percent—was made for office spaces, followed by banks, stores, healthcare, hospitality facilities, hotels, motels, and restaurants.

Those are a few statistical findings from a recent survey of 1,000 designer readers of CONTRACT. A highly credible 20 percent return on the survey, or 200 reader responses, provides an excellent picture of the designer's involvement in the all-important carpet specification process.

The single greatest specification determinant was price, considered to be the most important by 56.5 percent of respondents. Color ranked second as a determinant, at 49.2 percent; wearability, 39 percent; carpet construction 38.4 percent; and fiber 22 percent.

Office design is biggest market

Closely reflecting known figures for contract design specialization, the four-page survey revealed that 49 percent of respondents were involved with office design, followed in descending order by bank, store, healthcare, and hospitality installation work.

At the lower end of the specification-by-job-type spectrum was a wide variety of job types ranging from airport terminals to theaters. However, the low rating these projects received does not reflect the large volume of carpet generated by *each* installation.

Specifiers reported that their price-per-yard costs for carpet increased about 7.5 percent per annum over the past two years. Their projected use of carpet for 1984 is expected to increase by about 13

"Which are the 5 GREATEST INFLUENCES?"

	In TOP 3 Number of Replies	Percent of Response
Price	100	56.5%
Color	87	49.2
Wearability	69	39.0
Construction	68	38.4
Fiber	39	22.0
Ease of maintenance	35	19.8
Availability	29	16.4
Delivery	22	12.4
Guarantee	15	8.5
Anti-static	14	7.9
Face weight	13	7.3
Method of installation	8	4.5
Texture	8	4.5
Dyes	6	3.4
Tuft fastness	4	2.3
Antimicrobial	3	1.7
Crush resistance	3	1.7
Pilling	1	0.6
Underlayment	0	0.0
Glue-down	0	0.0
Width		

(Based on 177 replies)

"Do you work with mill reps?"

	Number of Replies	Percent of Response
YES	143	83.1%
NO	29	16.9
Total	172	100.0%

(Based on 172 replies)

"Which of the following BEST describes your involvement in the Contract field?"

	Number of replies	Percent of response
ARCHITECT DOING CONTRACT WORK	66	33.3%
SPACE PLANNER/DESIGNER	61	30.8
CONTRACT FURNISHER SPECIFIER	40	20.2
OFFICE FURNITURE DEALER	32	16.2
IN-HOUSE DESIGNER/SPECIFIER	17	8.6
FACILITY PLANNER	3	1.5
OTHER	6	3.0
	*	*

*ADDS TO MORE THAN 100.0% DUE TO MULTIPLE REPLIES.

(Based on 198 replies)

percent, compared to an 11.5 percent increase in 1982-'83.

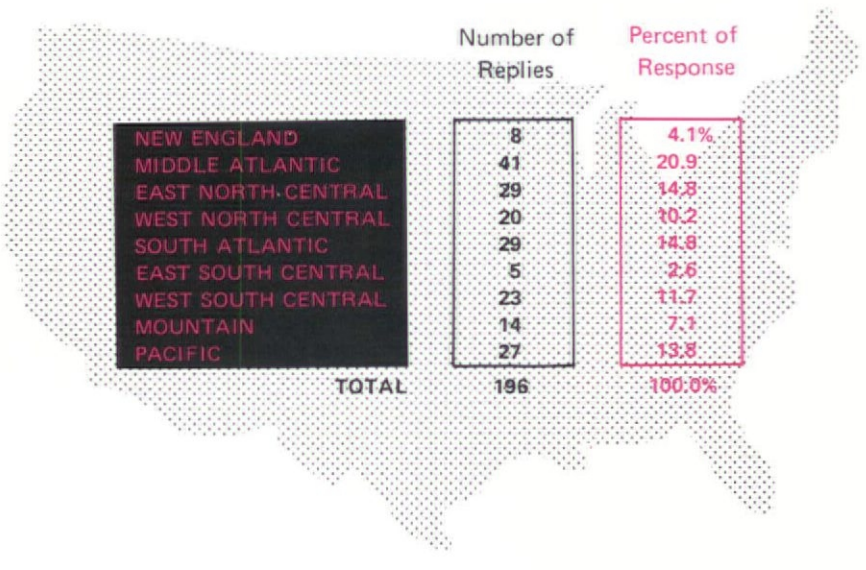
Most are first-installations

Insofar as replacement carpet compares to first-installation yardage, 70 percent of office designs were first-installations. Of hotel, motel, and restaurant projects, about 47 percent constitute replacement installations. Not surprising, of theaters and dormitory projects, 55 percent comprise replacement installations.

Strike-off samples by fiber companies, an outstanding aid to designers who want to see the real thing before ordering large quantities of carpet, were taken advantage of by 43.5 percent of those who answered the survey. An astounding 41 percent were not aware of the availability of the service to them on volume orders.

How important are brand name carpets to contract designers? Very, according to

"In which state are you located?"



	Number of Replies	Percent of Response
NEW ENGLAND	8	4.1%
MIDDLE ATLANTIC	41	20.9
EAST NORTH CENTRAL	29	14.8
WEST NORTH CENTRAL	20	10.2
SOUTH ATLANTIC	29	14.8
EAST SOUTH CENTRAL	5	2.6
WEST SOUTH CENTRAL	23	11.7
MOUNTAIN	14	7.1
PACIFIC	27	13.8
TOTAL	196	100.0%

(Based on 196 replies)

"Do you specify carpet tile?"

	Number of Replies	Percent of Response
YES	154	77.8%
NO	44	22.2
Total	198	100.0%

(Based on 198 replies)

"Do you instruct your clients on maintenance techniques?"

	Number of Replies	Percent of Response
YES	144	73.5%
NO	52	26.5
Total	196	100.0%

(Based on 196 replies)

Most designers deal with carpet mill reps

"What portion (%) of the square yardage of CARPETING you specified in 1983 was accounted for by each of the following types of installations?"

	Percent of response
OFFICES	49.1%
BANKS/FINANCIAL INSTITUTIONS	9.9
STORES/SHOWROOMS	6.3
HOSPITALS/NURSING HOMES	6.1
HOTELS/MOTELS	5.8
SCHOOLS/COLLEGES	5.6
RESTAURANTS/COCKTAIL LOUNGES	4.4
RELIGIOUS BUILDINGS	2.8
APT. BLDG LOBBIES/LOUNGES	2.7
LIBRARIES	1.1
CLUBHOUSES	1.1
AIRPORT TERMINALS	0.8
DORMITORIES	0.5
THEATERS	0.4
OTHER	3.4
TOTAL	100.0%

(Based on 192 replies)

"For each of the following installations you specified or purchased CARPETING indicate the approximate portion that was REPLACEMENT for carpeting previously installed and what portion was FIRST INSTALLATION in 1983."

	Number of replies	% replacement	% first installation
OFFICES	162	29.9%	70.1%
HOTELS/MOTELS	40	46.5	53.5
STORES/SHOWROOMS	44	32.4	67.0
BANKS/FINANCIAL INSTITUTIONS	80	40.4	59.6
SCHOOLS/COLLEGES	42	38.2	61.8
RESTAURANT/COCKTAIL LOUNGES	44	47.7	52.3
CLUBHOUSES	19	61.8	38.2
THEATERS	11	55.3	44.7
RELIGIOUS BUILDINGS	33	46.9	53.1
LIBRARIES	19	42.7	57.3
DORMITORIES	11	61.4	38.6
HOSPITALS/NURSING HOMES, ETC.	50	40.2	59.8
APT. BLDG./LOBBIES LOUNGES	24	43.8	56.2
AIRPORT TERMINALS	8	43.8	56.2
OTHER	16	38.4	61.6

the poll. Almost 73 percent reported that they specify brand carpet lines; the implication being that brand names are produced by companies with a reputation for quality, delivery, and reliability. Specifiers are known to live or die by those characteristics.

About 67 percent of carpet specifications are nylon; 12 percent acrylic; 10 percent wool/nylon mix; nine percent wool; and two percent polyester. Longevity expectations of specified carpet fall into a bell curve for respondents. Forty-eight percent expect carpet to last five-to-six years in high-traffic areas. Only 10 percent have an expectation of carpet lasting up to four years. The others range upward on the curve with 19.5 percent of respondents having longevity expectations of nine-to-10 years and a miniscule 1.5 percent looking for a life of more than 11 years.

Most deal with companies direct

Most polled designers work with mill reps in specifying carpet—83 percent of 172 respondents signified they used this method. Of that group, 38 percent work with fewer than five mill representatives. Average for the group was seven.

An equally large number of respondents deal with multi-line distributors—80.5 percent of 185 respondents who replied to this question. Ninety-seven percent report that they deal with carpet companies directly, with one-third of the group indicating they deal with from five-to-nine carpet companies. The average was 11.

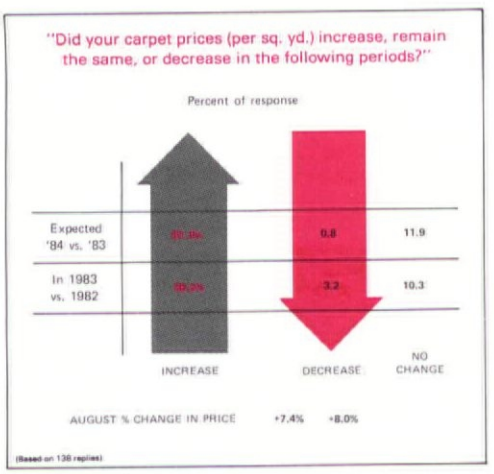
Other topics covered in the poll include degree of involvement with very detailed carpet specifications and maintenance instruction for clients. Better than 73.5 percent do get involved with such factors as specification of face weight, dye methods, fiber selection, and backings. The others rely on mill reps to give them guidance.

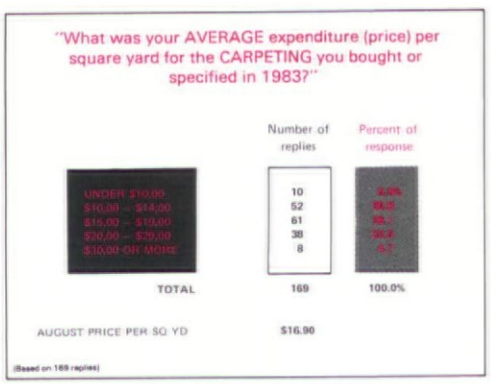
The same number provide instruction on maintenance techniques to their clients. Seventy-seven percent specify carpet tile, and 38 percent of 198 respondents specify utility carpet for their installations.

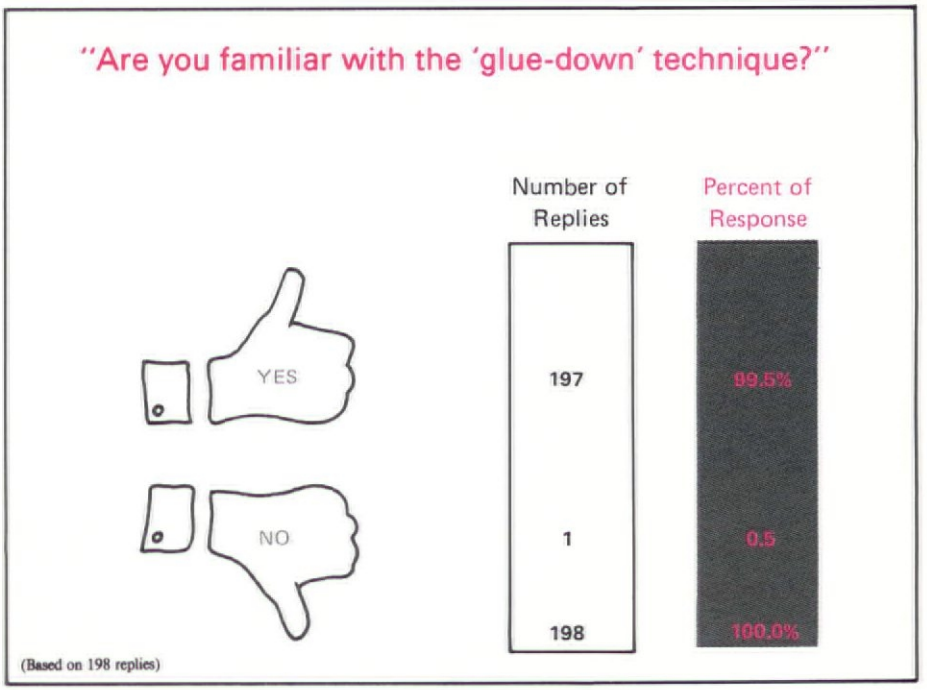
Finally, the average expenditure for commercial and institutional furniture and furnishings by those polled approached an impressive $2.5 million. A

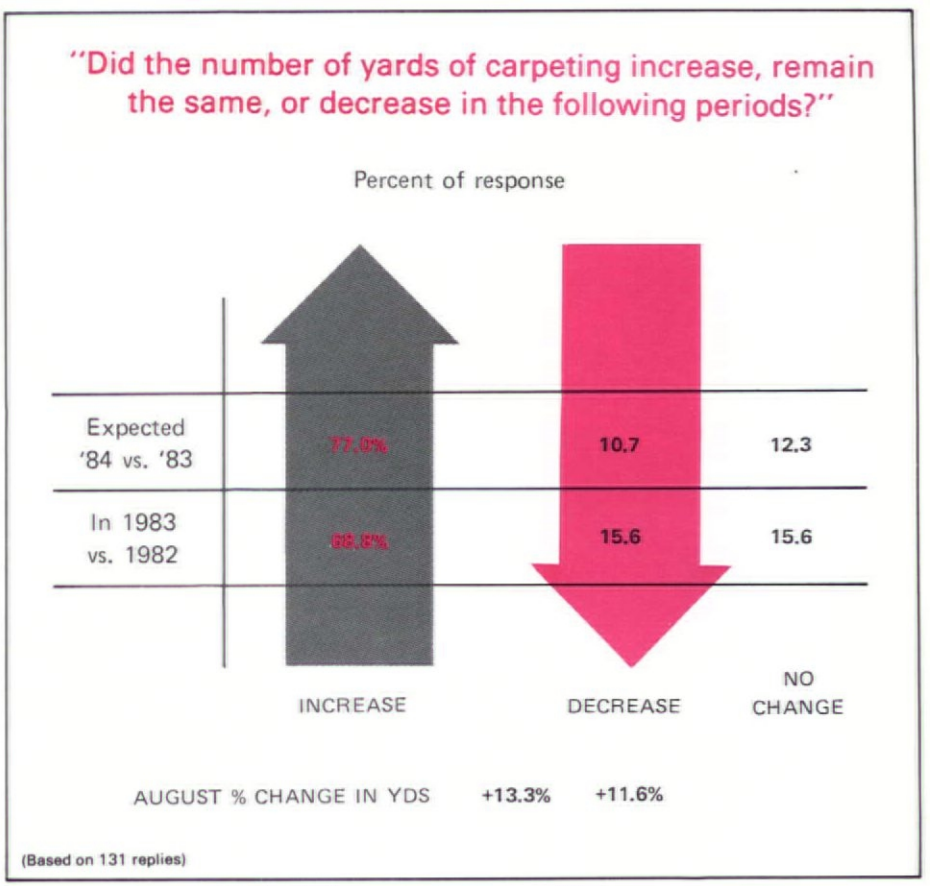
response of 41.5 percent indicated volume at $1 million to $5 million. Almost 24 percent reported volume at over $5 million.

The survey was compiled by Richard Sulzman, CONTRACT market research manager, and Renee Weil, assistant market research manager. Details of the survey are illustrated with graphs supplied by Accurate Art. □



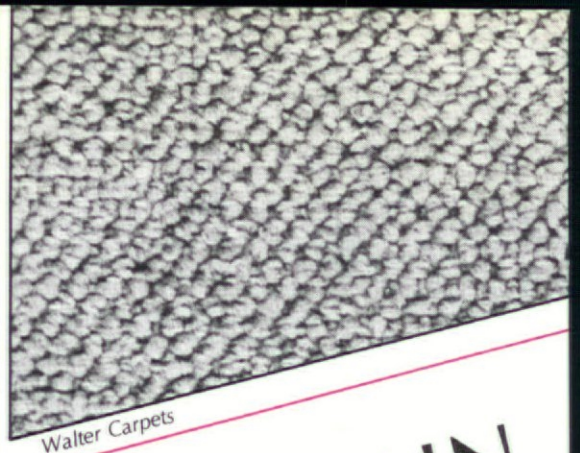








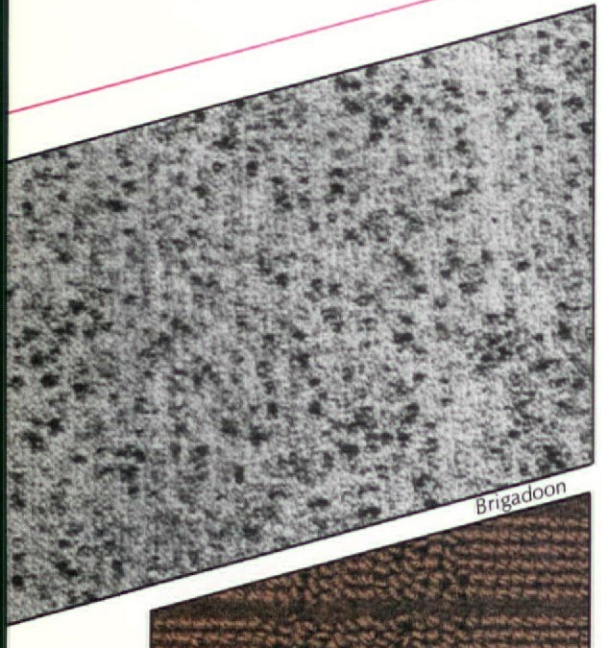
Mark's International



Walter Carpets

AREA, ORIENTAL RUGS GAIN

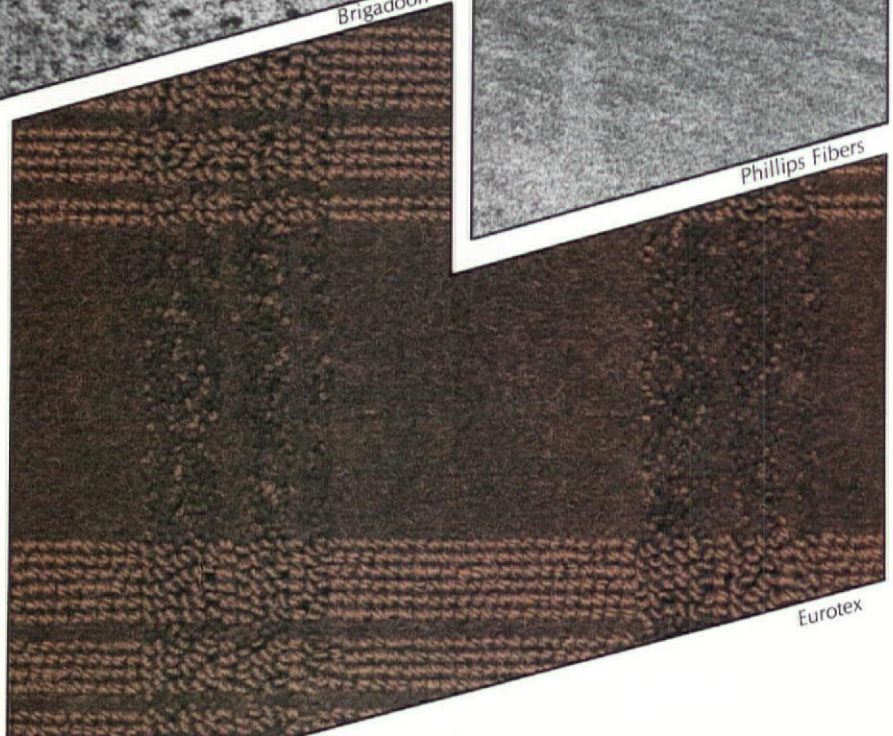
Unique floorcovering patterns, custom-colored carpets



Brigadoon



Phillips Fibers



Eurotex

Mark's International—Oriental rugs are hand- and machine-woven of high-grade, moth-proof, colorfast wool. Hand- and machine-tufted styles are also offered. **Circle No. 254.**

Walter Carpets—A dense, cable-like loop is featured in firm's Craftique carpet. Constructed of low-lustre Antron III continuous-filament nylon, this 30-oz. product is offered in 18 heather styles with static-resistant properties. **Circle No. 266.**

Brigadoon—Firm's Woolmark Wooltex collection of 100 percent wool, free-lay carpet tiles is tufted in two Berber textures and weights: Escovilla, a 39-oz. cut-pile, and Escotombi, a 36-oz. level-loop. Both designs coordinate with 26-oz., wool/nylon Escolimar. Products are backed with anti-static Mexphalt. **Circle No. 253.**

Phillips Fibers—Sheridan carpets constructed of firm's Marvess olefin RG fiber include Sierra Madre, an eighth-gauge floorcovering in six heathered colorations. **Circle No. 295.**

Eurotex—Woolmark Federal carpet employs a woven-through-the-back method to create a three-texture cut, loop, and frieze precise square design. Contract-grade, 48-oz. floorcovering is offered in six, in-stock colors in 12-ft. widths. **Circle No. 265.**

IN CONTRACT MARKET

help designers humanize office environments

Carpet Innovations—Balmoral collection is comprised of classic Scottish Axminster wool/nylon carpets in six colorations and four patterns. **Circle No. 268.**

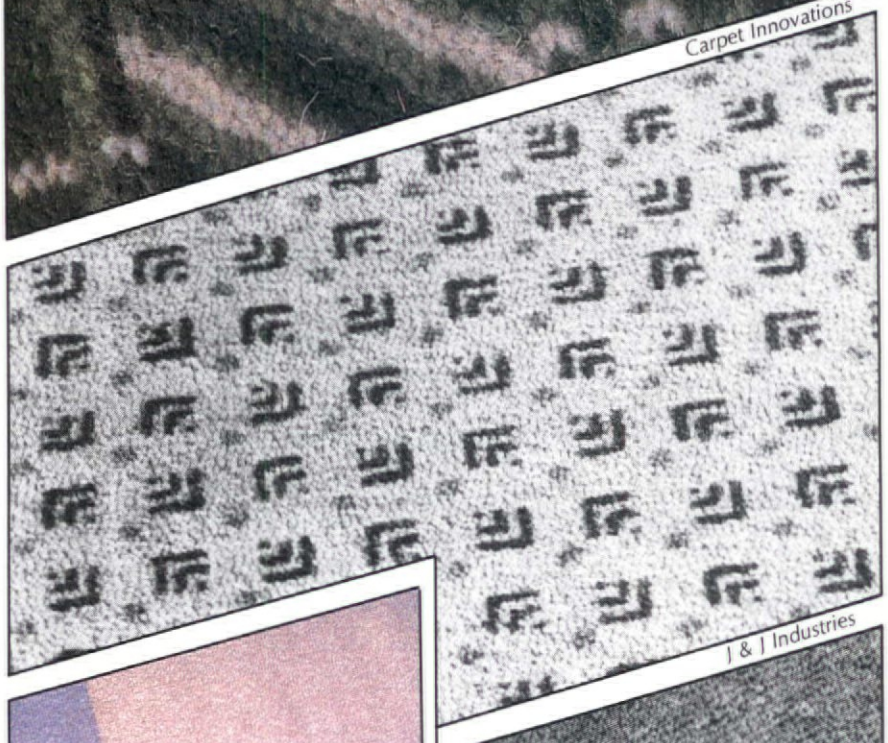
J & J Industries—Two, new Scotchgard-protected styles have been introduced: Wiltshire, a patterned cut-pile design in 32 colorways for public spaces (shown), and 3500 CG, a 35-oz. computer-grade carpet featuring StatiBac anti-static treatment in 20 colors. Both products are made with Commercialon soil-hiding nylon. **Circle No. 258.**

Interface—New Impressions line includes 12 standard colorways, each incorporating four, individually colored fiber ends. A total of 150 ends can be used to create a wide range of custom carpet colorations. **Circle No. 256.**

Fabrica International—A tweed-like look is a highlight of Finisterra carpet, made of Badische's Zeftron Chromaflec yarns. A soil-hiding blend of stock-dyed spun nylon and space-colored filament nylon, this cut-pile textile weighs 42-oz. A 65-oz. version is manufactured to spike-resistant specifications. **Circle No. 267.**



Carpet Innovations



J & J Industries



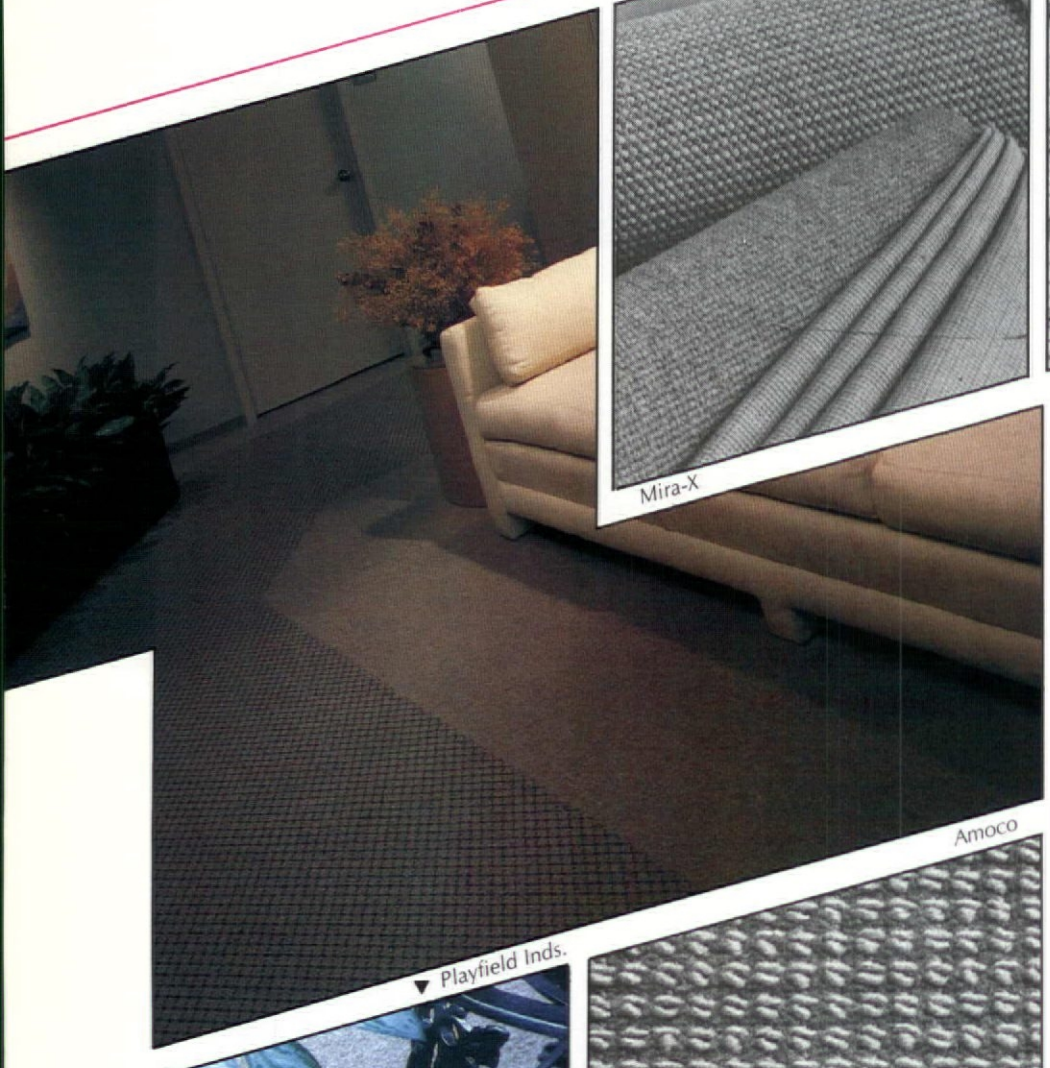
Interface



Fabrica International

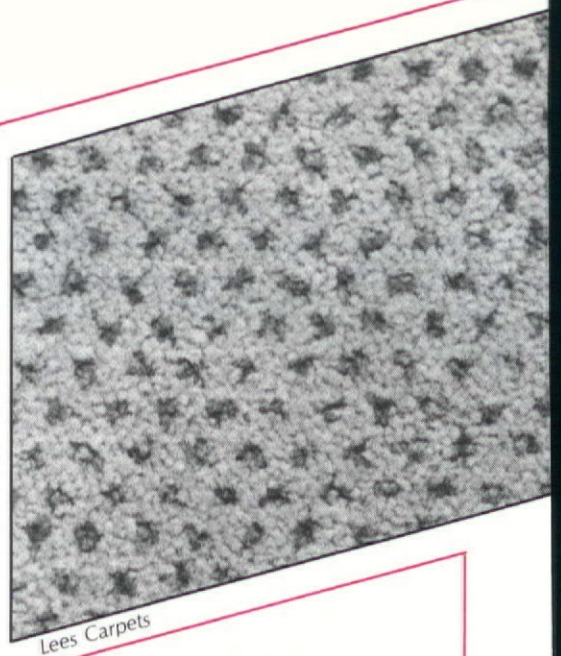
CARPETS & RUGS

Weaving methods stop 'walk-out'



Amoco

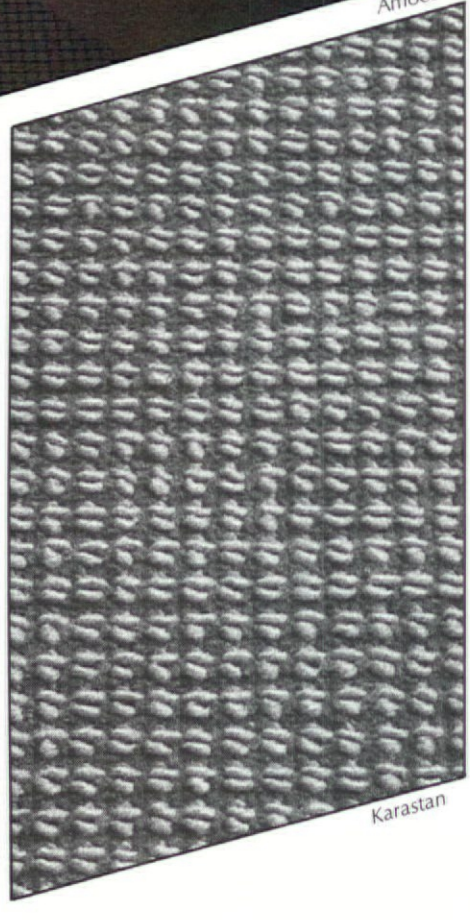
Mira-X



Lees Carpets



▼ Playfield Inds.



Karastan

Amoco—Charleston's Marquesa Lana olefin carpets were selected by Atlanta designer Barbara Thompson, ASID, Coyle-Thompson Interiors, for Southern regional offices of Home Box Office Services, Atlanta. A small-scale diamond corridor pattern with a heather coloration leads visitors to secretarial bays and waiting areas in which a beige, blue, and rust color scheme dominates.
Circle No. 296.

Mira-X—Shown are coordinated textiles from ArteCasa fabric line plus Mira-Berge and Mira-Laine carpet groups.
Circle No. 292.

Lees Carpets—A total of 100 colors comprise firm's 100 Park coordinates collection. Patterns in this group include Textured Pin Dot, a cut-pile texture with a tight, 1/10th.-gauge construction.
Circle No. 261.

Playfield Inds.—Indoor/outdoor carpet is a 28-oz. sunlight-resistant Amoco olefin product that carries a three-year warranty. Four tweed, level-loop patterns are offered. **Circle No. 290.**

Karastan—"Advocate" hobnail-textured carpet is woven with firm's Kara-Loft method to prevent pattern walk-out. Weaving technique positions looped yarns slightly higher than cut-pile fibers, a method that maintains design definition under heavy traffic. Made of Du Pont Antron, carpet is available in 10 colors.
Circle No. 252.





Armstrong

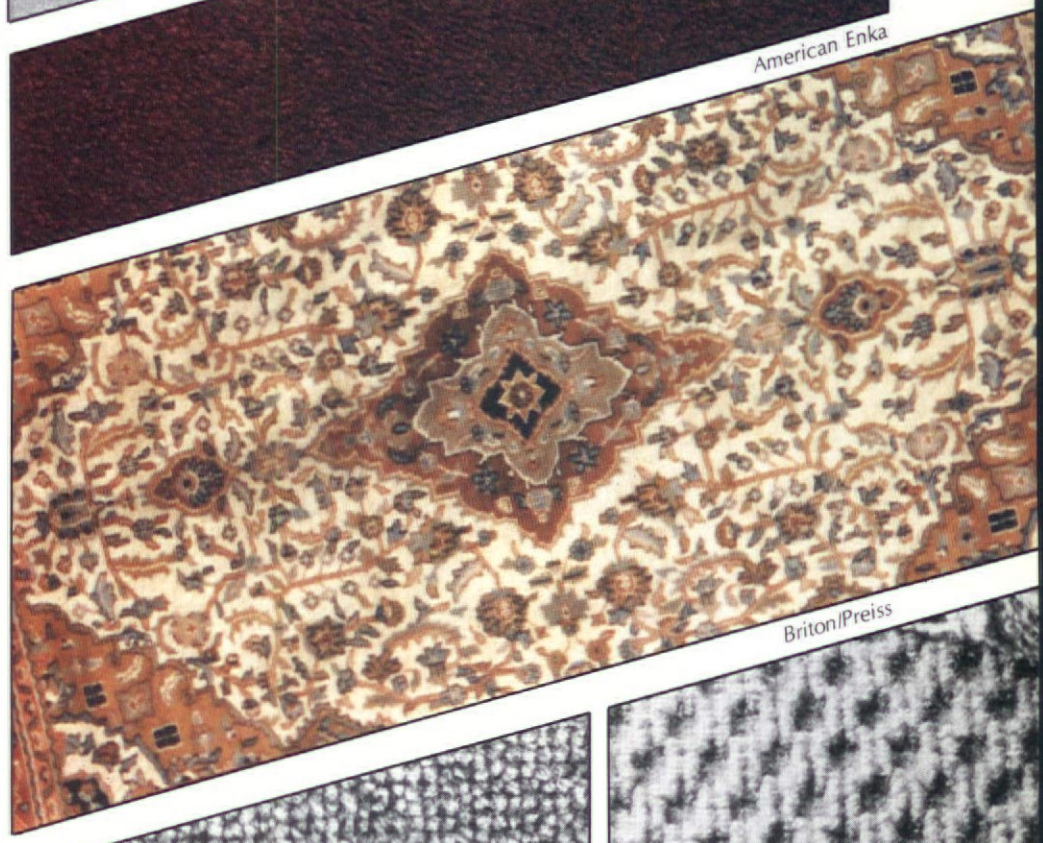
Armstrong—Commendation carpet is shown in New Jersey's Morristown Hospital. Backed with Certilok, product is designed for heavy traffic areas. **Circle No. 291.**

American Enka—World Carpets' "Outland" group is made with new Enkalon AP fiber. Yarn is shock- and soil-resistant and carries a 10-year wear warranty. **Circle No. 293.**

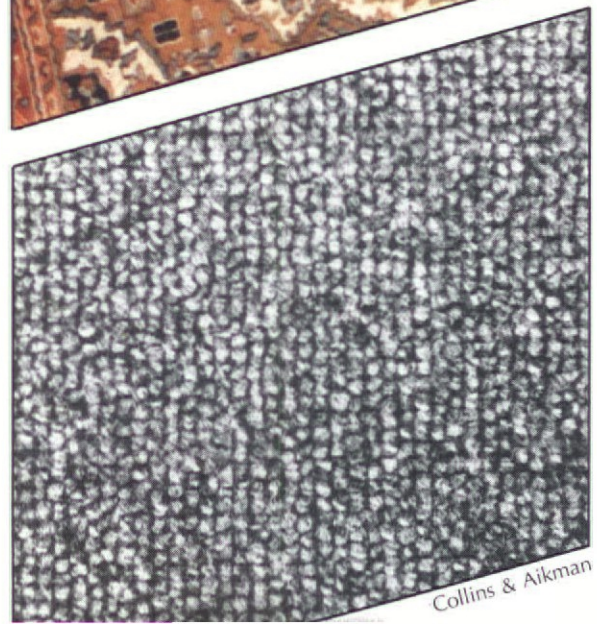
Briton/Preiss Assoc.—Firm is the U.S. representative for Indian, Israeli, Portughese, and Dutch carpet manufacturers. Shown is a Jaipur 9/16-quality rug manufactured in India by The Oriental Rug Company. **Circle No. 289.**

Collins & Aikman—"Protector" a new, heathered, tight-loop construction, is of solution-dyed Badische Zeftron 500 ZX nylon. Available 12 ft. wide in 11 colorways, product is antimicrobial, low-static, and mildew-resistant. **Circle No. 259.**

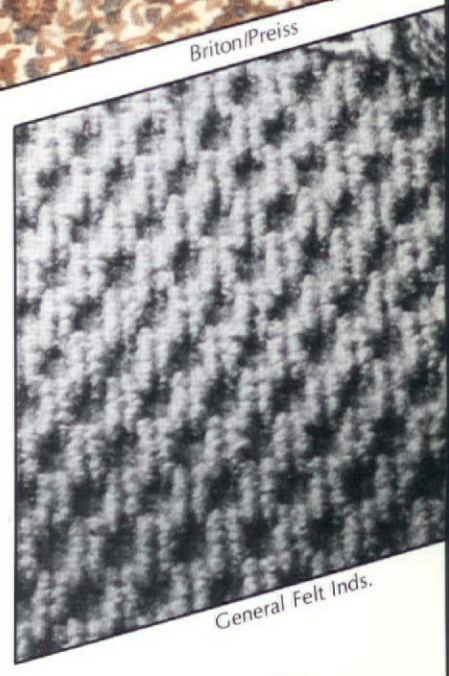
General Felt Inds.—Firm's Vee-Lok floorcovering is warranteed for indoor and outdoor use. Ravel-free carpet is made from fade-resistant solution-dyed olefin fibers which are inherently soil-resistant. Product is flame-retardant in six patterns and 58 colors. **Circle No. 288.**



American Enka



Collins & Aikman



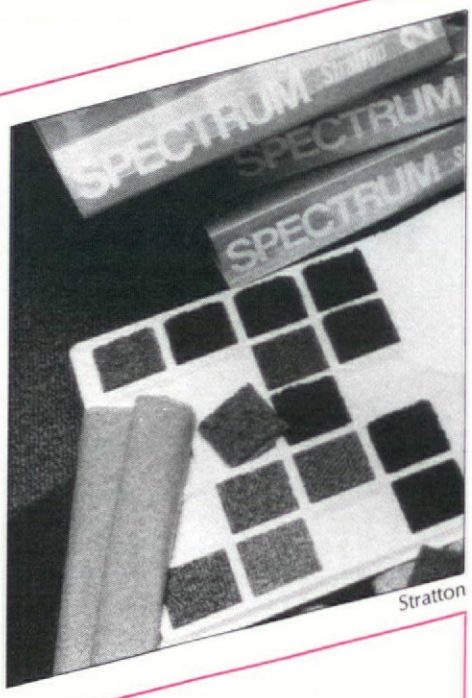
Briton/Preiss

General Felt Inds.

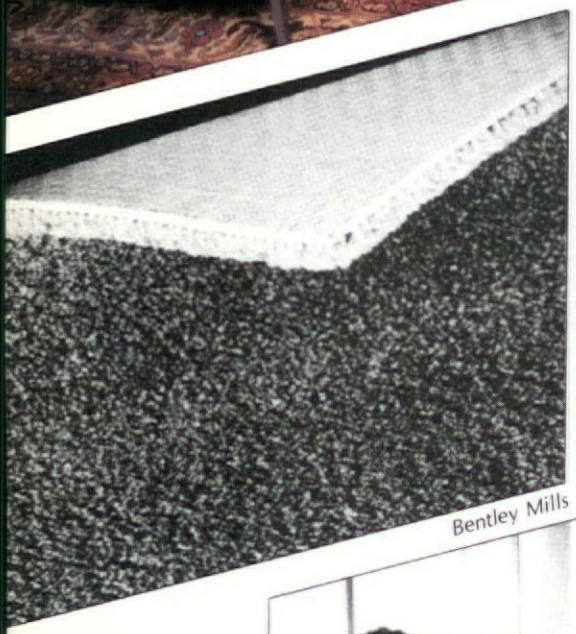
Unique graphics enhance contract interiors



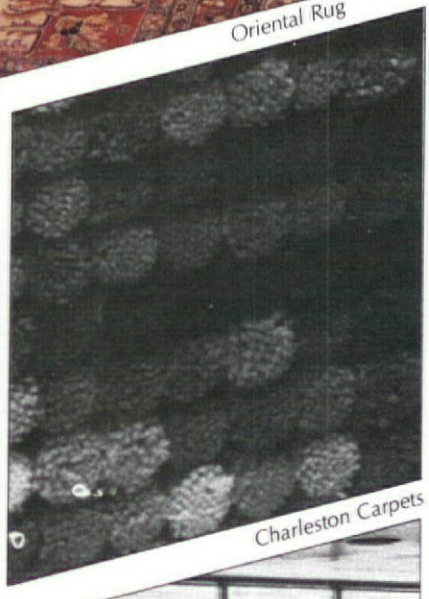
Oriental Rug



Stratton



Bentley Mills



Charleston Carpets



Bigelow

Oriental Rug Importers—Two Rumanian area rugs enhance decor of the Cleveland Clinic's education department. Woven of wool, rugs are solidly constructed to wear well. **Circle No. 297.**

Stratton—A new library of carpet colors has been developed by this firm. Called Spectrum™, this system consists of 10 chromatically arranged folders which present Stratton carpet styles by color group. Folder spines pinpoint color values highlighted within each section. Swatches are removable to ease matching with samples from other folders. **Circle No. 257.**

Bentley Mills—Bentley Rx Squares offer the appearance of broadloom in a non-adhesive carpet tile. Non-toxic backing has a patent-pending. **Circle No. 251.**

Charleston Carpets—Commodore Series includes more than 100 screen-printed designs ranging from traditional to contemporary, plus a bordered corridor program. Easing color selection is firm's Design Bank pom box which features more than 250 color choices. **Circle No. 287.**

Bigelow—Allied's Anso IV nylon was used to create "Logical" broadloom for Blue Ridge Elementary School Resources Center, Walla Walla, Wis. Product carries a five-year wear warranty. **Circle No. 264.**

Thai Carpets—Oriental rugs are available in a range of custom colors and sizes. Plush designs complement contract interiors. **Circle No. 285.**

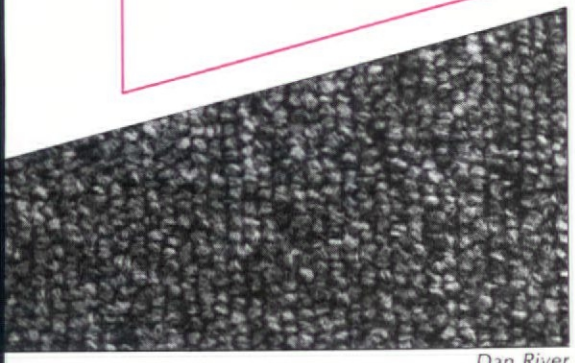
Galaxy Carpet Mills—Computerized ColorBurst system is used to create "Something Else" cut-and-loop carpet. Offered in nine colors, floorcovering is constructed of 100 percent continuous-filament Anso IV nylon for soil-, stain-, and static-resistance. **Circle No. 260.**

Couristan—"Ispahan" from firm's Woolmark Kashimar collection of Oriental broadlooms graces lobby interiors of the First State Bank of St. Charles, Mo. Installed by Anchor Floor, the carpet features a pattern with a 39- by 36-in. repeat that complements the bank's Williamsburg period furnishings. **Circle No. 308.**

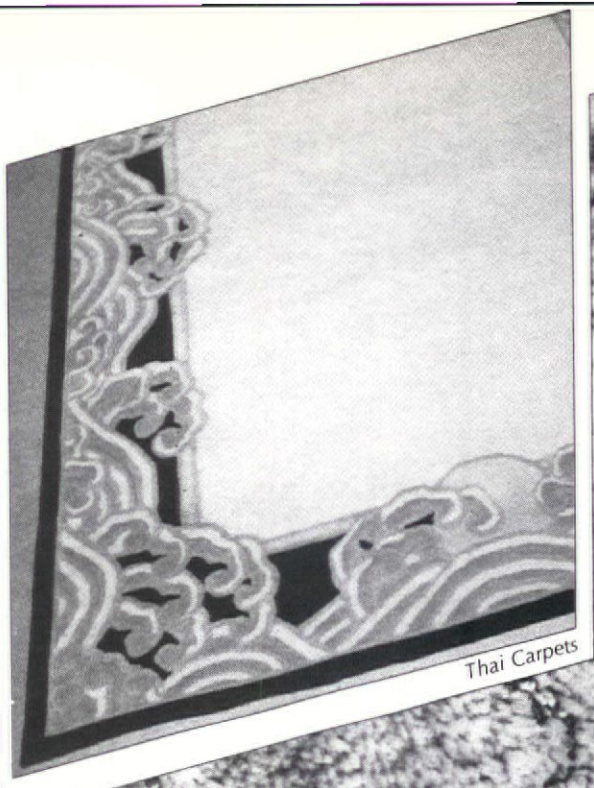
Philadelphia Carpets—Modernage Furniture's new Miami store features Antron carpets from firm's Documentary Series, in colors that coordinate with the store's logo. A total of 11 standard patterns and 24 colors are available. **Circle No. 263.**

Dan River—"Woodhurst" is a 3,750-denier Herculon Nouvelle construction made with Hercules' new four-ply yarn combinations. **Circle No. 255.**

Import Specialists—Hand-stencilled cotton Dhurries feature unique graphics ranging from whimsical to classical designs. A total of 19 styles are offered in two sizes. **Circle No. 294.**



Dan River



Thai Carpets

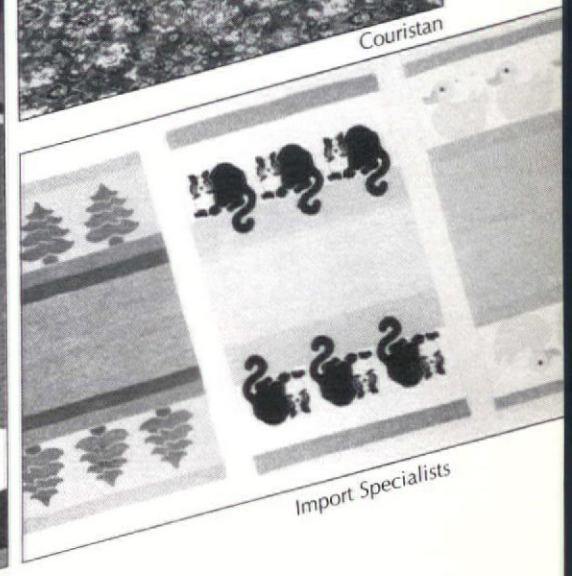
Galaxy Carpet Mills



Philadelphia Carpets



Couristan



Import Specialists

BUSINESS & INSTITUTIONAL FURNITURE MANUFACTURER'S ASSOCIATION
Dedicated to good SAFETY & PERFORMANCE practices and valid industry information.
A BIFMA MEMBER

Electrical Code Article, Panel Standard Reaffirm BIFMA Commitment To Office Worker Safety

Onset of second decade marked by successes in association's worker protection efforts

Milestones reached by the Business & Institutional Furniture Manufacturers Association (BIFMA) in 1984 include development of a panels and partitions article for the National Electrical Code and a newly written standard governing these products. Both achievements are indicative of BIFMA's continuing commitment to protecting office workers as it begins its second decade in the office furniture industry.

Numerous goals reached

Other goals met by the 175-member organization include formation of a Health and Safety Committee, sponsorship of two interdisciplinary symposia on office health and safety, and effective opposition to proposed legislation designed to regulate the contract industry. According to BIFMA, these achievements have helped to strengthen member resolve to fulfill the association mandate: to assure "good safety and performance practices and valid industry information."

Obtaining National Fire Protection Association (NFPA) approval of the panels/partitions article was called an "outstanding effort" by BIFMA executive director, Stephen D. Channer. Acceptance of the article represents the culmination of five years' work by the association's Building Code Standards Subcommittee, which is headed by Sherman Robbins of Herman Miller.

By providing a common set of acceptable provisions for all panels and partitions equipped with electrical wiring and lighting accessories, the article should simplify procedure for manufacturers producing these products. According to BIFMA, this will be the first time that the National Electrical Code has included an article pertaining specifically to contract furniture and furnishings.

Panel standard approval anticipated

Buttressing achievements of the Building Code Standards Subcommittee is work accomplished by the Panel Standard Subcommittee, which has written a first-generation panel system standard. Under the direction of subcommittee chairman Robert L. Knapp of American Seating, the standard was submitted to



"There's a need to educate consumers about the vital link between products and productivity. Communications in the press have spread the message about the importance of the proper use and intent of the products we represent"—CHANNER

BIFMA membership; it will soon be sent to the American National Standards Institute (ANSI) for approval. When published, the panel standard will represent the sixth BIFMA safety and performance criterion to gain industry acceptance.

Other ANSI-approved BIFMA standards include those for office chairs, lateral and vertical files, desks, and lounge furniture. Criteria for flammability deterrence in upholstered furniture is also available from BIFMA.

Guidelines safeguard workspace

Voluntary guidelines developed by BIFMA subcommittees help office furniture manufacturers assure that their products promote worker health, safety, and productivity. This concept stems from BIFMA's role as advocate of "captive consumers," or workers who have no participation in office furniture selection.

Among BIFMA's many subcommittees are seven which operate under the direction of Engineering Standards Committee chairman, Bruce O. Buhrmaster of All-Steel. Each concentrates on a specific area of concern such as metric conversion, flammability, files, panels, desks, building codes, and chairs.

Other BIFMA committees include those on information systems, marketing information and product categorization, financial information, communications, education, and governmental affairs.

Additional benchmarks in BIFMA's crusade for worker safety were recorded this year by a Health and Safety Committee, whose primary aim is to monitor the ergonomically designed office. This committee will work closely with ANSI, the National Institute of Occupational Safety and Health (NIOSH), and other resources to develop approaches to problem-solving in this relatively new area.

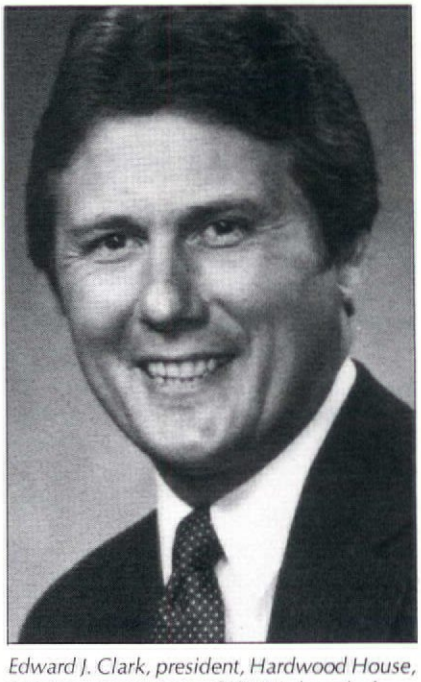
One effective committee project was sponsorship of two symposia on office health and safety. These meetings brought together specialists in a wide range of interior design disciplines including ergonomics, automation, and productivity.

The first meeting, titled "Office Design Befitting The Human Condition," took place last September and drew 26 experts from ASID, the Computer and Business Equipment Manufacturer's Association, the IBD, and NIOSH. This conference led to a second symposium at Ohio's Miami University where Dr. Marvin Dainoff, Ph.D., a human factors expert, presented results of studies of workstation design.

In April, 1984, BIFMA collaborated with ANSI to form a joint health and safety committee for the International Standards Organization. This committee will investigate health and safety issues raised by video display terminals and related furnishings and equipment, thus supplementing efforts of the BIFMA committee.

According to BIFMA president Philip Hendrickson, chairman of the board, Krueger, the Health and Safety Committee and joint efforts with industry will aid greatly in the creation of guidelines for office product performance. Comments Channer, "The cooperative thrust of these meetings is to develop methods for insuring product performance, rather than relying on methods for later repair."

BIFMA's belief is that guidelines for the office furniture industry should be voluntary, rather than government-imposed, as the latter tend to become design–restricting. Maintaining that the industry has taken great strides and achieved success in self-monitoring, BIFMA testified before the U.S. House of Representatives Subcommittee on Health and Safety regarding proposed legislation for computer-support furniture. *(Continued)*



Edward J. Clark, president, Hardwood House, is a new appointee to BIFMA's board of directors. He replaces James Rittering, who recently retired his position as president of Thonet Industries.

BIFMA UPDATE

Battle for self-regulation vs. legislation continues



"The Health and Safety Committee and joint efforts with industry will aid greatly in the creation of guidelines for office product performance"—HENDRICKSON.

In his testimony, Channer proposed that across-the-board legislation could hinder the development of this new technology. He also noted that much of the prevailing concern over these products centers on improper use rather than inadequate design.

Need for education

"There's a need to educate consumers about the vital link between products and productivity," he commented. "Communications in both the trade and consumer press over the past year have spread the message about the importance of the proper use and intent of the products we represent."

Other lobbying against government-related activities includes the organization's protest against the Office Machine and Equipment Dealers Act. This bill would provide dealers with an edge over manufacturers in defining territories and contracts, BIFMA contends.

BIFMA also continues to campaign for effective flammability legislation. Here, the real issue has become toxicity and smoke inhalation, and the battle is between "those who state that chemical additives in upholstered furniture retard fire ignition and BIFMA which claims that there is no clear evidence that such additives will not contribute to toxicity once a fire begins," says Channer. He claims that legislation for a self-extinguishing cigarette "is the best solution to this complex and subjective issue."

Among the most important developments of BIFMA's 11th year have been those affecting communications.

Upgrading of monthly and quarterly statistical reports, which incorporate marketing information from more than 80 percent of the industry, has been a major effort. In addition, BIFMA, sponsored a one-day seminar during its recent Management Information Conference with the intention of expediting transmission of timely information to members. Approximately 100 members attended the event which featured researcher Mike Brill, BOSTI; author/futurist John Naisbitt; and author, economist, and management consultant Peter Drucker. Presentations focused on office productivity and were judged successful by members. Notes Channer, "We now have something to shoot for in planning the 1984 event."

Clark named to board of directors

BIFMA's 11th year was also marked by the appointment of Edward J. Clark, president, Hardwood House to the board of directors. He replaces James Rittering who resigned his post upon retiring from his position as president of Thonet.

BIFMA board members continuing their tenure are president Hendrickson; vice president/president designate Harry Harper, president, Harpers; Fred Bell, executive vice president, corporate development, Steelcase; E.W. Housh, president, Wright Line; Norman Polsky, president, Fixtures Furniture; Lawrence Ryan, president, Knoll International; and John Thyen, executive vice president, Kimball International.

BIFMA MEMBERS

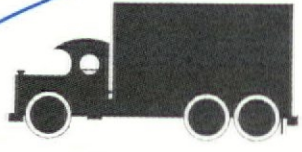
Acme Landscape Group Inc.
Acoustical Screens Corp.
Adanlock Jamestown
Alba Industries
All-Steel Inc.
Alma Desk Co.
American Seating Co.
Amstore Corp.
Andersen Desk Co.
Arcadia Chair Co. Inc.
Artec
Atelier International Ltd.
Baker Furniture Co./Contract Div.
Beatrice Foods Co.
Bernhardt Contract
Boling Co., The
Borroughs
Brickel Associates Inc.
Jack Cartwright Inc.
Castelli Furniture Inc.
Charlotte Chair Co.
Chromcraft Corp.
Cole Business Furniture
Comforto Inc.
Conwed Corp.
Corry Jamestown Corp.
Cramer Inc.
DBS Office Furnishings
Danwood Design
Data-Mate
Davis Furniture Industries Inc.
Domore Corp.
Dunbar Furniture Co.
Eck-Adams Corp.
Emeco Industries Inc.
Esselte Pendaflex Corp.
Executive Office Concepts
Fixtures Furniture
Flex-Y-Plan
Fupoflex/USA
GF Furniture Systems
General Mills Inc.
Gregson Furniture Industries
Gunlocke Co., The
Haller Systems Inc.
Hamilton Industries
Hamilton Sorter
Harbor-Benedetti
Hardwood House
Harpers
Harter Corp.
Harvard Interiors Mfg. Co.
Haskell of Pittsburgh Inc.
Haworth Inc.
Hayes Mfg. Co.
Helikon Furniture Co. Inc.
Hesco Industries Inc.
Hickory Business Furniture
Hiebert Inc.
HON Co., The
HON Industries Inc.
Howe Furniture Corp.
iil Inc.
Indiana Desk Co. Inc.
Inotec Systems Inc.
Invincible Metal Furniture Co.
Jebco Inc.
JG Furniture Co. Inc.
Jofco
Kewaunee, Flexible Furniture Div.
Kimball International Inc.
Kimball Office Furniture Co.
Kittinger
Knoll International Inc.
Krueger Inc.
Kwik-File Inc.
LBF
LUI/Laminates Unlimited Inc.
La-Z-Boy Chair Co.
Lehigh-Leopold
Litton Industries Inc.
Loewenstein Inc.
Harry Lunstead Designs Inc.
Madison Furniture Industries
Magna Design
Marvel Metal Products
Meridian Inc.
Metalstand Co.
Herman Miller Inc.
Modular Designs Inc.
Mohasco Corp.
Monarch Contract Div., Chromcraft
Mueller Furniture Corp.
Murphy-Miller Co.
National Office Furniture
Nevers Industries Co.
Nucraft Furniture Co.
Glen O'Brien Partition Co. Inc.
Office Suites Inc.
Omni International Inc.
Panel Concepts Inc.
Paoli Inc.
Pleion Corp.
Harvey Probber Inc.
Ring King Visibles Inc.
Rose Johnson Inc.
Rosemount Office Systems Inc.
R-Way
Rudd International Corp.
Samsonite Furniture
Schwab Safe Co. Inc.
Shaw-Walker Co., The
Signore Div., AVM Corp.
Steelcase Inc.
Stow/Davis Furniture Co.
Structural Concepts Corp.
SunarHauserman Inc.
Superior Chaircraft Corp.
Supreme Equipment & Systems Corp.
Taylor Chair Co., The
Thonet Industries Inc.
Tibbet Inc.
Tiffany Stand & Furniture Co.
Trendway Corp.
Tuohy Furniture Corp.
Unicor/Metal, Wood & Plastics Div.
United Chair
Universal Building Systems Inc.
Vecta Contract
Virco Mfg. Co.
Vogel-Peterson
Wenger Corp.
Westinghouse Electric Corp./Furniture Systems
Westin-Nielsen Corp.
Worden Co.
Wright Line Inc.

ASSOCIATE MEMBERS

AMP Special Industries
Accuride
Anderson Power Products
Bassick Division
Bohn Aluminum & Brass Div., Gulf & Western Mfg. Co.
E.R. Carpenter Co. Inc.
Chatham Fabrics
Collier/Keyworth Co.
Colwell/General Inc.
Craftex Sales Inc. of Pennsylvania
Electri-Cable Assemblies Inc.
EST Co.
Faultless Division
Formica Corp.
Gas Spring Co.
Gordon Mfg. Co.
Grant Hardward Co.
G & T Textile Designs Inc.
Guilford of Maine
H.D.I./Hardware Designers Inc.
Homestead Fabrics
Hoover Universal Inc., Furniture Components Div.
International Glide Mfg. Co.
Jonathan Mfg. Corp.
Knape & Vogt Mfg. Co.
Menasha Corp.
Milliken & Co.
Milsco Mfg. Co.
Molex Inc.
McDonald Products Corp.
Owens Corning Fiberglass Corp.
Parker Chemical Co.
Plastiglide Mfg. Corp.
Pre-Finish Materials
Product Sales Associates
Quaker Fabric Corp.
Savage Mfg. Co.
Sears Mfg. Co.
Shape Corp.
Shepherd Products U.S. Inc.
Sherwin Williams Co., The
Source International Corp.
J.P. Stevens & Co. Inc.
Suspa Inc.
T&B/Thomas & Betts
TSC TEK STIL Concepts Inc.
Uniroyal Plastic Products
Verticel-Chicago Inc.
Weber-Knapp Co.
Weyerhauser Co.
Wilsonart
Workbench Inc./Contract Div.

QUICK-SHIP DIRECTORY

Included in CONTRACT's fifth annual Quick-Ship Directory are 227 manufacturers offering rapid delivery programs for chairs, computer furniture, desks, files, and open office systems. Companies are listed alphabetically for reader convenience, along with city location and phone number. Note that CONTRACT provides a quick response reader service card for this directory, appearing on p. 182A. Please use this card to obtain information directly from the manufacturers featured.



A

A + B America
Yonkers, NY (914) 423-3580
CH, F/2-4 weeks/WR, FF
Circle No. 600.

Abstracta Structures
New York, NY (212) 532-3710
CF, OS/3-6 days/WR
Circle No. 601.

Acco Int'l.
Wheeling, IL (312) 541-9500
CH, CF, F/5-7 days/WR
Circle No. 602.

Accord Business Furniture
High Point, NC (800) 334-3181
CH/2 days/FF
Circle No. 603.

Acme Landscape Group
Brooklyn, NY (212) 384-7800
OS/10 days/FF
Circle No. 654.

Acousti-Forms
Fridley, MN (612) 571-6033
CF, OS/10 days/FF
Circle No. 604.

Advance Casual Furniture
Orlando, FL (305) 299-4020
CH/2 weeks/WR, FF
Circle No. 605.

AGI Industries
High Point, NC (919) 883-6146
CH/7 days/FF
Circle No. 606.

Ajusto Equip. Co.
Bowling Green, OH
CH/5 days/FF
Circle No. 607.

All-Steel Inc.
Aurora, IL (312) 859-2600
CH, OS—3 weeks/D, CF, F—7 days/WR, FF
Circle No. 608.

Ambience
New York, NY (212) 688-0170
CH, D/same day-open accounts, upon check receipt-proforma accts., WR
Circle No. 609.

American Chair Mfg.
Memphis, TN (901) 346-1123
CH/5 days/WR, FF
Circle No. 610.

American Desk Mfg. Co.
Temple, TX (817) 778-1776
CH, D, CF/10 days/FF
Circle No. 611.

American Seating Co.
Grand Rapids, MI (800) 253-8104
CH, CF, OS/7-28 days/WR, FF
Circle No. 612.

Carl Anthony Collection
Miami Lakes, FL (305) 625-2022
CH/10 days/FF
Circle No. 655.

A/R Inc.
Michigan City, IN (218) 872-2823
CH, D, CF, F/5 days
Circle No. 613.

Architectural Supplements Inc.
New York, NY (212) 758-0922
CH/7-14 days/FF
Circle No. 614.

Artec, div. Kimball Int'l.
Jasper, IN (812) 482-1600
D, F, OS/10 days/FF
Circle No. 615.

Artopex (U.S.)
Chicago, IL (312) 644-1049
CH, D, F-1 day/OS-5 days/WR
Circle No. 616.

KEY TO QUICK-SHIP SYMBOLS

CH—chairs
CF—computer furniture
D—desks
F—files
OS—open office systems
WR—warehouse regionally
FF—ship from factory

Refer to special Quick-Ship reader service card on p. 182A.

Atelier Int'l Ltd.
New York, NY (212) 644-0400
CH, D, F, OS/10 days/FF
Circle No. 617.

Aurora Steel Products
Aurora, IL (312) 892-7696
F, OS/1 week/WR
Circle No. 656.

AVM Data Products
Rockville Ctr., NY (516) 764-1222
CF/10 days/FF
Circle No. 618.

Avenger Designs
Oakville, Ontario, Canada (416) 845-3338
CH/2 weeks/FF
Circle No. 833.

Axiom Designs
San Francisco, CA (415) 864-6688
CH/14 days/WR
Circle No. 619.

B

Beaver Furniture Corp.
New York, NY (212) 226-1850
CH/1-3 weeks/FF
Circle No. 620.

Benedetti Corp.
Los Angeles, CA (213) 263-9761
CH, D/4 weeks/WR, FF
Circle No. 621.

Bevco Precision Mfg. Co.
Evanston, IL (312) 328-4254
CH/1-2 weeks/FF
Circle No. 622.

Beylerian Ltd.
New York, NY (212) 755-6300
CH/1-3 weeks/FF
Circle No. 623.

H.L. Birum Corp.
Frenchtown, NJ (800) 452-4786
OS/10 days/FF
Circle No. 624.

Black Mfg. Co.
Ft. Payne, AL (205) 845-0346
CH/3 days/WR, FF
Circle No. 626.

The Boling Co.
Siler City, NC (919) 663-2400
CH/3 days/WR, FF
Circle No. 627.

John Boos & Co.
Effingham, IL (217) 347-7701
CH, D/10-14 days/WR, FF
Circle No. 628.

Bretford Mfg.
Schiller Park, IL (312) 678-2545
CF/1 day/WR
Circle No. 629.

Brown Jordan Co.
El Monte, CA (818) 443-8971
CH/3 weeks/FF
Circle No. 630.

D.S. Brown Co.
Burbank, CA (818) 846-4616
CH/4 days/WR
Circle No. 631.

Brueton Industries
New York, NY (212) 838-1630
CH/4 weeks/FF
Circle No. 632.

C

Carolina Seating Co.
High Point, NC (919) 476-6117
CH/18 days/FF
Circle No. 633.

Castelli Furniture
Bohemia, NY (516) 589-0707
CH/10 days/FF
Circle No. 634.

Charlotte Co.
Charlotte, MI (517) 543-4210
CH/1 day/FF
Circle No. 635.

Charvoz Carsen
Fairfield, NJ (201) 227-6500
CH/2-3 weeks/WR
Circle No. 636.

Chipmans Oak Products
Raytown, MO (816) 737-0411
CH/5 weeks/WR
Circle No. 637.

Chromcraft
Senatobia, MS (601) 562-8203
CH, D, CF/10 days/FF
Circle No. 638.

Cleator Corp.
San Diego, CA (619) 566-6850
CH, D/10 days/FF
Circle No. 639.

Colamco
Columbus, OH (614) 253-7263
OS/3-5 days/FF
Circle No. 640.

Cole Business Furniture
York, PA (717) 854-1545
CH, D, CF, F, OS/3 days/WR, FF
Circle No. 641.

Compucart, Div. Versa Tec.
Tampa, FL (800) 237-9024
CF/2-3 weeks/WR, FF
Circle No. 642.

Computer Furniture & Access.
Gardena, CA (213) 327-7710
D, CF/5-7 days/FF
Circle No. 820.

Congoleum Corp.
Elkhart, IN (219) 293-3531
CH/30 days or less/FF
Circle No. 643.

Continental Imports Inc.
Philadelphia, PA (215) 482-8000
CH/2-35 days/FF
Circle No. 644.

Conwed Corp.
St. Paul, MN (612) 221-1100
OS/1 week/FF
Circle No. 645.

Corry Contract
Corry, PA (814) 665-8221
D, CF, F/5 days/FF
Circle No. 646.

Cotrade Inc.
Houston, TX (713) 780-8307
CH, D, CF/2 days/WR
Circle No. 647.

Cramer Inc.
Kansas City, KS (913) 621-6200
CH, D, CF, OS/2-10 days/FF
Circle No. 648.

Crayton Furniture
New York, NY (212) 758-2611
D, CF, F, OS Immediate–3 weeks/WR
Circle No. 649.

Creative Dimensions
Nappanee, IN (219) 773-2411
D, 5 days/WR
Circle No. 651.

Curtis Products
Cobourg, Ontario, Canada (416) 372-2184
CH/10 days/FF
Circle No. 652.

Cy Mann Designs
New York, NY (212) 758-6830
CH/2 weeks/WR
Circle No. 653.

D

Danwood
Woodinville, WA
OS/6 days/FF
Circle No. 657.

Dar/Ran Furniture Industries
High Point, NC (919) 431-7153
D/10-15 days/WR, FF
Circle No. 658.

Data-Mate
Nashua, NH (800) 258-1768
CF/4 days/WR, FF
Circle No. 659.

Datum Filing Systems
Farmingdale, NY (516) 293-4650
CF/3 days/FF
Circle No. 660.



QUICK-SHIP DIRECTORY



David-Edward Ltd.
Baltimore, MD (301) 789-0700
CH/10 days/FF
Circle No. 661.

Davis Furniture
High Point, NC (919) 889-2009
CH, D/4 weeks/FF
Circle No. 662.

Decar Corp.
Middleton, WI (608) 836-1911
CF/5-7 days/FF
Circle No. 663.

Delco Associates Inc.
Greenwich, CT (203) 661-5101
CF-1 day-WR/F- 7-30 days/FF
Circle No. 664.

Dennison Monarch Systems
New Windsor, NY (914) 562-3100
CF/14-21 days/FF
Circle No. 665.

Dennison National Co.
Holyoke, MA (413) 539-9811
CF/2 weeks/WR
Circle No. 821.

Design Group Inc.
Lake Oswego, OR (503) 639-9636
D/FF
Circle No. 666.

Design-Spec Seating Inc.
Memphis, TN (901) 522-8511
CH/6 days/FF
Circle No. 667.

Domore Corp.
Elkhart, IN (219) 293-0621
CH, D, CF, OS/10-20 days/FF
Circle No. 668.

Duraform, div. Century Plastics
Compton, CA (213) 637-1121
CH/3-5 days ARO/FF
Circle No. 669.

E F

Eagle Computer Furniture Systems
Easton, PA (800) 223-3962
D, CF/10 days/FF
Circle No. 670.

Ebco Contract Furniture
Sheboygan, WI (414) 458-8731
CH, D, CF/14 days/FF
Circle No. 671.

Eldon
Carson, CA (213) 518-1600
CF, F/10 days/WR
Circle No. 672.

Elite/Biltrite
Montreal, Que., Canada (514) 352-7770
CH, D, CF/7 days, WR, FF
Circle No. 822.

Empire State Chair
New York, NY (212) 421-9470
CH/FF
Circle No. 673.

Eppinger
Stamford, CT (203) 329-1984
CH, D/2-3 weeks/FF
Circle No. 674.

Ergonom Corp.
Sun Valley, CA (818) 768-9006
CH, D, CF/1 day/WR
Circle No. 675.

Executive Furniture Inc.
Huntingburg, IN (812) 683-3344
D, CF, F/10 days/FF
Circle No. 676.

Executive Office Concepts
Compton, CA (213) 537-1657
CF, F, OS/15-20 days/FF
Circle No. 677.

Falcon Products
St. Louis, MO (314) 891-9200
CH/4 weeks/WR, FF
Circle No. 678.

Filing Equipment
Ringsold, GA (800) 241-5246
F/7 days/FF
Circle No. 679.

Fixtures Furniture
Kansas City, MO (816) 241-4500
CH/1 day-3 weeks/FF
Circle No. 680.

Sam Flax
New York, NY (212) 620-3000
CH, D, F/3-5 days ARO/WR
Circle No. 681.

Fortress Inc.
Los Angeles, CA (213) 273-5800
CH/10-15 days/FF
Circle No. 682.

Frank & Son Inc.
New York, NY (212) 889-4000
CF/3 weeks/FF
Circle No. 683.

Functional Office Furniture
San Rafael, CA (415) 457-4143
CH, CF/2 days/WR
Circle No. 684.

Fupoflex/USA
Livonia, MI (313) 525-4150
CH/2 days/WR
Circle No. 685.

KEY TO QUICK-SHIP SYMBOLS

CH—chairs
CF—computer furniture
D—desks
F—files
OS—open office systems
WR—warehouse regionally
FF—ship from factory

G

Garrett Tubular Products Inc.
Garrett, IN (219) 357-4161
CH/5 days/FF
Circle No. 686.

Gasser Associates
Seattle, WA (216) 759-2234
CH/30 days/FF
Circle No. 687.

Gayeski Furniture
Panama City, FL (904) 785-6177
D/FF
Circle No. 688.

Gilbert Int'l.
Fort Worth, TX (817) 921-5331
CH/3-4 weeks/FF
Circle No. 690.

Globe Business Furniture
Hendersonville, TN (615) 822-4968
CH/3 days/WR, FF
Circle No. 689.

Gold Medal Inc.
Racine, WI (414) 637-6700
CH/2-3 weeks/WR, FF
Circle No. 691.

Gordon Int'l.
New York, NY (212) 532-0075
CH/14 days/WR, FF
Circle No. 692.

Gregson Furniture
Liberty, NC (919) 622-2201
CH/1-10 days/WR, FF
Circle No. 693.

Gunlocke Co.
Wayland, NY (716) 728-5111
CH, D, OS-3-10 days/WR, FF
Circle No. 694.

H I

HAG USA
Chicago, IL (312) 222-1166
CH/10 days/WR, FF
Circle No. 695.

Hagen Int'l.
San Francisco, CA (415) 626-3655
CH/1-3 weeks/FF
Circle No. 696.

Haller Systems Inc.
Irvine, CA (714) 660-1555
D, CF, F/14-21 days/WR, FF
Circle No. 697.

Harmon
Tacoma, WA (206) 383-5367
D, CF/10 days/FF
Circle No. 698.

Haskell of Pittsburgh Inc.
Oakmont, PA (412) 828-6000
CH, D, CF, F/10 days/WR, FF
Circle No. 699.

Haworth Inc.
Holland, MI (616) 392-5961
CH, D, CF, F, OS/10 days/WR, FF
Circle No. 823.

Hayes
Oakland, CA (415) 534-4511
CH/15 days/FF
Circle No. 700.

Helikon Furniture
Taftville, CT (203) 886-2301
CH, D/4-5 weeks/FF
Circle No. 701.

Herman Miller
Zeeland, MI (616) 772-3632
CH, CF, OS/2 days/WR
Circle No. 702.

Hesco Industries Inc.
Charlestown, IN (800) 457-6457
D, F/5 days/FF
Circle No. 703.

Hiebert Inc.
Carson, CA (213) 603-0441
CH, D, CF, F, OS/3 days-4 weeks/WR, FF
Circle No. 704.

Hippopotomos
N. Hollywood, CA (818) 982-6606
CH, D, CF, F/10 days/FF
Circle No. 705.

Homecrest Industries
Wadena, MN (218) 631-1000
CH/10 days/FF
Circle No. 706.

Howe Furniture Corp.
New York, NY (212) 826-0280
T/10 days/FF
Circle No. 834.

Human Factor Technologies
Nashua, NH (603) 883-4157
CH, CF/10 days/WR
Circle No. 707.

ICF Inc.
New York, NY (212) 750-0900
CH/2 weeks/FF
Circle No. 708.

IPI-Innovative Products for Interiors
New York, NY (212) 838-2900
CH/2 weeks/WR
Circle No. 831.

Indiana Chair Co.
Jasper, IN (814) 482-3143
CH/10 days-2 weeks/FF
Circle No. 709.

Indiana Desk Co.
Jasper, IN (814) 482-5727
D, CF, F/2 weeks/FF
Circle No. 710.

Intrends Int'l.
Scarsdale, NY (914) 472-5866
CH/10 days/FF
Circle No. 712.

Intrex Inc.
New York, NY (212) 758-0922
CH/7-14 days
Circle No. 711.

Invincible Metal Furniture
Manitowoc, WI (414) 682-4601
CH, D, CF, F, OS/5-14 days/WR, FF
Circle No. 713.

Inwood Office Furniture
Jasper, IN (812) 482-6121
D, CF, F/1-2 days or 1-2 weeks/FF
Circle No. 714.

Ipzo of America Inc.
Houston, TX (713) 785-0822
D, CF, F, OS/3-4 weeks/FF
Circle No. 715.

Irwin Seating Co.
Grand Rapids, MI (616) 784-2566
CH/30 days/FF
Circle No. 716.

J K

Jefsteel Business Equip.
Brooklyn, NY (800) 221-0936
CF/2-3 weeks/F, 5 days/FF
Circle No. 717.

J.G. Furniture Systems
Quakertown, PA (215) 536-3353
D, CF, OS/2-7 days/FF
Circle No. 718.

JSI Jasper Seating
Jasper, IN (812) 482-3204
C/10 days/FF
Circle No. 832.

Kasparians Inc.
Alhambra, CA (818) 289-7895
CH/15 days/FF
Circle No. 719.

KD/Context
Belmont, MS (601) 454-3451
CH/2 days/WR, FF
Circle No. 720.

Kenmore Furniture Co. Inc.
New York, NY (212) 683-1888
CH, D, F, OS/2-10 days/WR, FF
Circle No. 721.

Kimball Office Furniture Co.
Jasper, IN (812) 482-1600
CH, D, CF, F/2 weeks/WR, FF
Circle No. 722.

Kinetics Furniture
Texdale, Ont., Canada (416) 675-4300
CH, D, OS/3-5 weeks/FF
Circle No. 723.

Kisabeth Furniture
Fort Worth, TX (817) 281-7560
CH/3 weeks/FF
Circle No. 724.

Knoll Int'l.
New York, NY (212) 219-6541
CH, D, CF, OS/10 days/FF
Circle No. 725.

Kron U.S.A.
Ft. Lauderdale, FL (305) 973-6911
CH/3 days or 4-6 weeks/FF
Circle No. 726.

Krueger
Green Bay, WI (414) 468-8100
CH, CF/10 days/FF
Circle No. 727.

Krug Furniture
Witchener, Ont., Canada (519) 743-8281
CH, D, Immediate/WR
Circle No. 728.

L

L & B Mfg. Corp.
Santa Monica, CA (213) 870-5771
CH/7-10 days A.R.O/WR, FF
Circle No. 729.

Laminates Unlimited
Baltimore, MD (301) 889-5553
CF/7-10 days/FF
Circle No. 738.

La-Z-Boy® Chair Co.
Monroe, MI (313) 242-1444
CH, D/2-3 weeks/WR
Circle No. 730.

Leathercraft Inc.
Conover, NC (704) 322-3305
CH/15 days/WR, FF
Circle No. 731.

Lehigh-Leopold
Burlington, IA (319) 753-2271
CH, D/4 days/WR
Circle No. 732.

Leisure Lite Industries Inc.
Miami, FL (305) 592-9239
CH/10 days/FF
Circle No. 733.

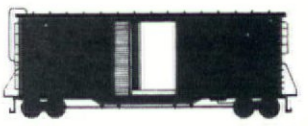
Lewittes Furniture Enterprises
New York, NY (212) 684-2255
CH/2 weeks/FF
Circle No. 734.

Lifeline Industries
Swainsboro, GA (912) 237-6611
CH/10 days/FF
Circle No. 735.

Loewenstein
Ft. Lauderdale, FL (305) 525-8453
CH/10 days/FF
Circle No. 736.

Lumex
Bay Shore, NY (516) 273-2200
CH/2 days/FF
Circle No. 739.

Harry Lunstead Designs
Kent, WA (206) 872-8835
D/5 days/WR
Circle No. 737.



Refer to special Quick-Ship reader service card on p. 182A.

KEY TO QUICK-SHIP SYMBOLS

CH—chairs
CF—computer furniture
D—desks
F—files
OS—open office systems
WR—warehouse regionally
FF—ship from factory

QUICK-SHIP DIRECTORY



M

M & J Desk Mfg.
Pacoima, CA (213) 877-1139
D, F/3 days/WR, FF
Circle No. 740.

MTS Seating
Temperance, MI (313) 847-3875
CH/10 days/WR, FF
Circle No. 747.

Madison Furniture Industries
Canton, MS (601) 859-8000
CH/1 week/FF
Circle No. 741.

Magna Design
Lynnwood, WA (206) 776-2181
CH, D, F, OS/5-21 days/FF
Circle No. 742.

Marnay Sales & Mfg.
New York, NY (212) 682-0920
CH, F/7-10 days/WR
Circle No. 743.

Metalstand Co.
Philadelphia, PA (215) 673-5300
CH, D, F/2 days/WR
Circle No. 744.

Metropolitan Furniture
San Francisco, CA (415) 871-6222
CH/3 days/FF
Circle No. 745.

Microdyne Co.
Mansfield, OH (419) 522-0001
CH/5 days/FF
Circle No. 746.

Modar Inc.
Benton Harbor, MI (616) 925-0671
CF/4 days/WR, FF
Circle No. 748.

Mode Corp.
San Leandro, CA (415) 895-8570
CH, OS/5-10 days/FF
Circle No. 749.

Modern Mode Inc.
Oakland, CA (415) 568-6650
D/4 weeks/FF
Circle No. 750.

Mod-Systems Inc.
Greer, SC (803) 979-3850
F/20 days/FF
Circle No. 751.

Modu-Build Inc.
Concord, Ont., Canada (416) 665-1793
OS/4 weeks/FF
Circle No. 752.

Claude Moulin
New York, NY (212) 685-5596
CH, D/5 days/WR
Circle No. 753.

N-P

Nelson-Adams Co.
Burlingame, CA (415) 589-3787
OS/14 days/FF
Circle No. 754.

Nienkamper
Scarborough, Ont., Canada (416) 298-5700
CH/21 days/FF
Circle No. 755.

Nightingale Inds.
Toronto, Ont., Canada (416) 593-2501
CH, CF, F, OS/3 days/WR
Circle No. 756.

Norsons Inds.
Brooklyn, NY (212) 522-6060
CF, OS/1-5 days/WR, FF
Circle No. 757.

Nucraft Furniture Co.
Grand Rapids, MI (616) 241-1605
CF, F/5 days/FF
Circle No. 758.

Glen O'Brien Movable Partition Co.
Kansas City, MO (800) 821-3595
OS/5 days/FF
Circle No. 759.

Office Specialty
Newmarket, Ont., Canada (416) 895-2321
D, CF, F/3 weeks/WR, FF
Circle No. 760.

Omni Int'l
Vernon, AL (800) 692-6644
D/5 days/WR, FF
Circle No. 761.

Optimum Mgt.
Winnipeg, Man., Canada (204) 772-0333
CH, D, CF, F/1 week/FF
Circle No. 762.

Pace Collection
New York, NY (212) 838-0331
CH, D/2 days-2 weeks/FF
Circle No. 763.

Packard Inds.
Niles, MI (800) 253-0866
OS/20 days/FF
Circle No. 764.

Panel Concepts Inc.
Santa Ana, CA (714) 979-3680
OS/5 days ARO/FF
Circle No. 765.

Paoli
Paoli, IN (800) 457-7415
CH, D/10 days, 2 weeks/FF
Circle No. 767.

Patrician Furniture Co.
High/NR, FF Point, NC (800) 334-9309
CH/10 days/NR, FF
Circle No. 824.

Plasticoid Mfg.
East Windsor, CT (203) 623-4471
CH, CF, F/5-10 days ARO/FF
Circle No. 769.

Polar Mfg.
Philadelphia, PA (215) 426-5605
OS/10 days/FF
Circle No. 770.

Polychromic Designs
Bellmore, NY (516) 957-3399
CF, OS/10 days/WR, FF
Circle No. 766.

Precision Mfg. Inc.
Lachine, Que., Canada (514) 631-6120
CF/5 days/WR
Circle No. 825.

Primavera
Scarsdale, NY (914) 472-5666
CH/10 days/FF
Circle No. 771.

Procaccino II
Philadelphia, PA (215) 925-9114
D, CF, F/FF
Circle No. 772.

Prudential Business Furniture
New York, NY (212) 972-1700
CH, D, CF, F/7-10 days/FF
Circle No. 773.

R S

Risom/Marble Corp.
Guilford, CT (203) 453-3833
CH, D/14 days/FF
Circle No. 774.

Rockaway Metal Products
Inwood, NY (800) 645-2214
OS/10 days/FF
Circle No. 775.

Edward Axel Roffman
New York, NY (212) 753-4252
CH/4 weeks/FF
Circle No. 777.

Rose Johnson
Grand Rapids, MI (616) 246-0246
OS/30 days/FF
Circle No. 776.

Rosemount Office Systems
Lakeville, MN (612) 469-4416
OS/5 days/FF
Circle No. 778.

Rotocast Plastic Products
Miami, FL (305) 693-4680
CH/10 days/FF
Circle No. 779.

R.S. Furniture
Montreal, Que., Canada (514) 747-1171
CH, D/1 week/FF
Circle No. 780.

Refer to special Quick-Ship reader service card on p. 182A.



R-Way
Sheboygan, WI (414) 457-4833
CH, D, CF/15 days/FF
Circle No. 781.

Scandiline Inc.
Compton, CA (213) 537-6411
CH, D, CF, F/2-7 days/WR, FF
Circle No. 782.

Schafer Bros.
Garden Grove, CA (714) 891-4691
CH/5-10 days/FF
Circle No. 783.

Scientific-Atlanta
Tucker, GA (404) 939-6340
D, CF/2 days/WR
Circle No. 784.

Shaw-Walker Co.
Muskegan, MI (616) 726-4950
CH, D, F, OS/10 days/WR, FF
Circle No. 785.

Sligh Furniture Co.
Holland, MI (616) 392-7101
D/2 days/FF
Circle No. 786.

Smith System Mfg.
St. Paul, MN (612) 636-3560
CF/5 days/FF
Circle No. 787.

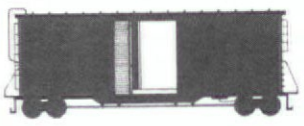
Sport Seating Co.
Emmaus, PA (800) 345-3141
CH/30 days/FF
Circle No. 788.

Springer-Penguin
Mt. Vernon, NY (914) 699-3200
F/2-3 days/FF
Circle No. 789.

Stamp-Triconfort
New York, NY (212) 247-7780
CH/10 days/FF
Circle No. 790.

Steelcase Inc.
Grand Rapids, MI (616) 247-2710
CH, D, CF, F, OS/5 days/WR
Circle No. 792.

Stendig Int'l.
New York, NY (212) 838-6050
CH/21 days/FF
Circle No. 791.



Storwal Int'l.
Toronto, Ont., Canada (416) 862-1322
F/15 days/FF
Circle No. 793.

Stout Chair Co.
Liberty, NC (919) 622-2286
CH/3 days/WR, FF
Circle No. 794.

Alex Stuart Design
Chatsworth, CA (818) 998-1332
CH, D/7 days/FF
Circle No. 795.

John Stuart Int'l.
New York, NY (212) 421-1200
CH/9 days/WR
Circle No. 796.

Supreme Equipment Systems
Brooklyn, NY (212) 492-7777
F/next day/WR, FF
Circle No. 797.

Systems Furniture Co.
Torrance, CA (213) 533-1212
CF/3 days/FF
Circle No. 828.

T

Taylor Chair Co.
Bedford, OH (216) 232-0700
CH/10 days/WR, FF
Circle No. 798.

Taylor-Ramsey Furniture
Framingham, MA (617) 872-1484
CH/21 days/FF
Circle No. 799.

Texwood Furniture
Austin, TX (512) 385-3323
CF/2 days/FF
Circle No. 800.

Thayer Coggin Institutional
High Point, NC (919) 889-1700
CH/10 days/FF
Circle No. 830.

Thomasville Contract
Thomasville, NC (919) 475-1361
C, D, CF/30 days/FF
Circle No. 829.

Thrashers CBF Inc.
Baltimore, MD (301) 732-8606
D, CF, F/21 days/FF
Circle No. 826.

Tiffany Stand & Furniture
St. Louis, MO (314) 991-1700
CF/7-10 days/FF
Circle No. 801.

Tradex Corp.
Zeeland, MI (616) 772-1630
CF/1 day/FF
Circle No. 802.

Trendler Metal Prod.
Chicago, IL (312) 762-3300
CH, CF/1-2 days/FF
Circle No. 803.

Tri-Mark/Tulip
Philadelphia, PA (215) 923-2077
CH/10 days/FF
Circle No. 804.

U-W

United Chair
Leeds, AL (205) 699-5181
CH/immediately/WR
Circle No. 805.

Vecta Contract
Grand Prairie, TX (214) 641-2860
CH/5 days/FF
Circle No. 806.

Victor Stanley
Dunkirk, MD (301) 855-8300
CH/5 days/FF
Circle No. 807.

Viking Acoustical Corp.
Lakeville, MN (800) 328-8385
CH/FF
Circle No. 808.

Vitro Products
St. Louis, MO (314) 241-2265
CH/1-5 days/FF
Circle No. 809.

Vogue Interior Partition Systems
Milpitas, CA (408) 946-8514
D, CF/2 weeks/FF
Circle No. 810.

William J.B. Waite Co.
San Francisco, CA (415) 436-4661
CH/5 days/WR, FF
Circle No. 811.

Williams Office Furniture Co.
New York, NY (212) 695-6766
T, CF/2-3 days/FF
Circle No. 836.

Watson Furniture Systems
Bainbridge Island, WA (206) 842-6601
D, CF, F, OS/3 days/FF
Circle No. 812.

Westin-Nielsen Corp.
St. Paul, MN (612) 484-3329
CH/10 days/FF
Circle No. 813.

Wicker and Cane
Warminster, PA (215) 441-8200
CH/10 days/WR, FF
Circle No. 814.

Wood Design Office Furniture
French Lick, IN (800) 457-4511
D, F/1-15 days/FF
Circle No. 827.

Lee L. Woodard
Santa Monica, CA (213) 450-1541
CH/15 days/FF
Circle No. 815.

Workbench Contract
New York, NY (212) 532-7900
CH, D/2 days/WR
Circle No. 816.

Wright Line Inc.
Worcester, MA (800) 225-7348
CH, D, CF, F/3 days/WR, FF
Circle No. 817.

Wyandot Seating Div.
Bucyrus, OH (419) 562-1000
CH/14 days/FF
Circle No. 818.

Wycombe Meyer Co.
New York, NY (212) 753-2010
CH/3 weeks/FF
Circle No. 819.

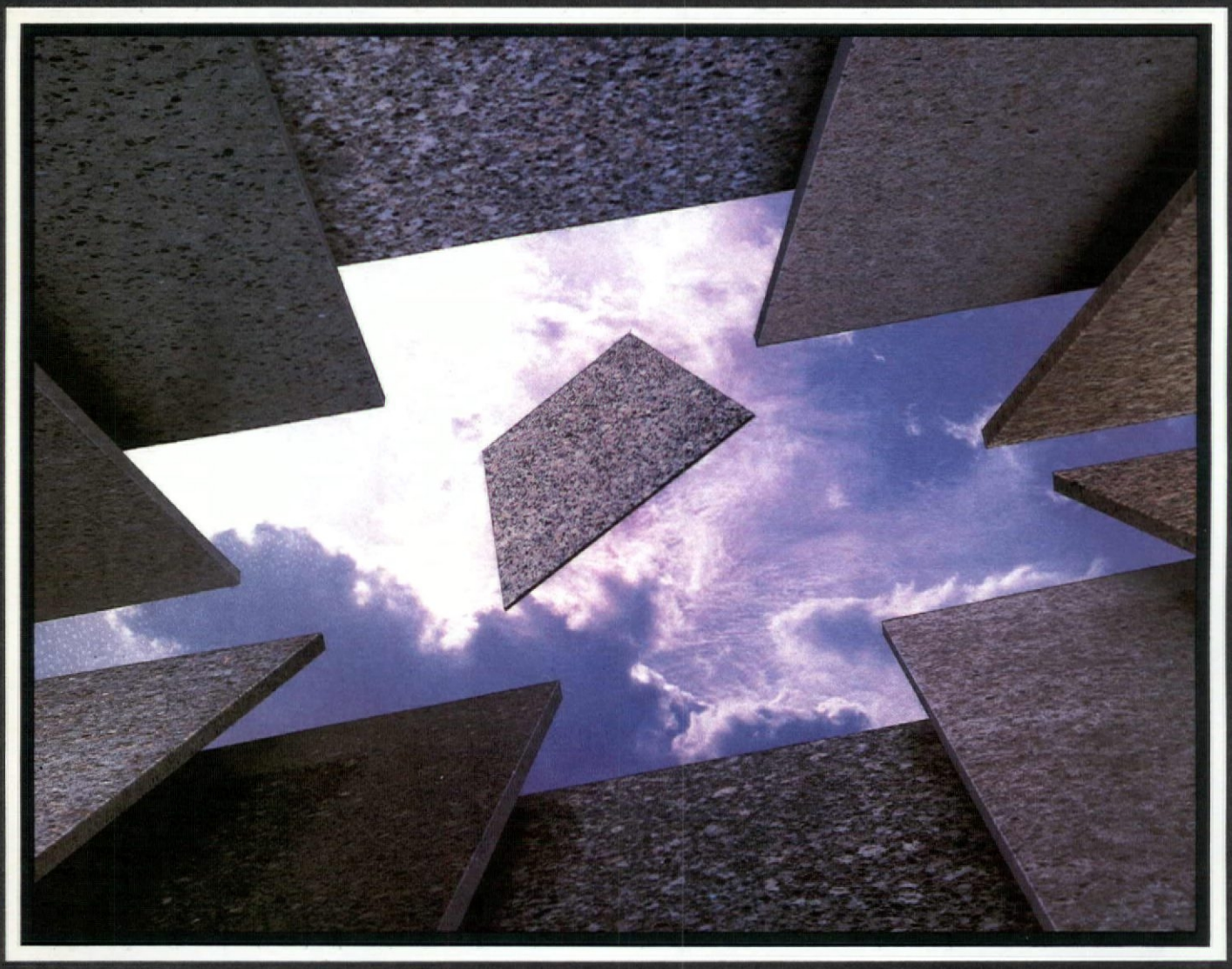
INTRODUCING

ARMSTONE™

INTERIOR SURFACE FINISHINGS

Tones and textures that whisper greatness.

Floor tiles and wall panels of cast stone for contract interiors. Eighteen colors. Polished or honed. A classic understatement in affordable elegance.



ArmStar

An affiliate of Armstrong World Industries
• Lone Star Industries • Shell Oil Company

For details on Armstone,™ call or write Armstar • Dept. 103 • P.O. Box 820 • Lenoir City, TN 37771 • (615) 986-4040

Circle 93 on reader service card

Slip into something comfortable.



ERGOFORM . . . From Accord Business Furniture/Carolina Seating Company. The comfortable alternative to conventional office seating.

ERGOFORM fits the mold of contemporary office environments from open to hi-tech.

ERGOFORM also fits the mold of human anatomies. It moves when they move. It relaxes when they relax. It leans forward when they lean forward. It sits at attention when their attention is focused on a CRT display or the quarterly report. Simply, it's the seating system that maximizes efficiency by minimizing fatique.

Slip into something more comfortable. Our showroom and ERGOFORM.

See us at NEOCON. **Space 11-124**
Chicago Merchandise Mart.

ERGOFORM

ACCORD BUSINESS FURNITURE
a division of U S Furniture Industries
P.O. Box 2127, High Point, NC 27261
(919) 886-5157 • (800) 334-3181

CAROLINA SEATING COMPANY
a division of U S Furniture Industries
P.O. Box 2127, High Point, NC 27261
(919) 476-6117 • (800) 334-2835

Sales Office: (800) 334-2971
Circle 94 on reader service card



WUNDA WEVE®



THE IMAGINATIVE SOLUTION

CONCEPT: Elegant understatement for the Westbury Gallery in New York.

DESIGNERS: Design Studio 55: Mario Iankelevich and Elaine Werz

COMMENT: "We wanted an ambiance that would let the art stand out, so we chose subtle, unassertive shades of gray and purple. Wunda Weve did a beautiful job of custom dyeing their carpet of Du Pont Antron® Nylon to match the chairs. Their quality is superb, the price was right and delivery was right on time."

CARPET: Wunda Weve

FROM THE IMAGINATIVE WORLD OF

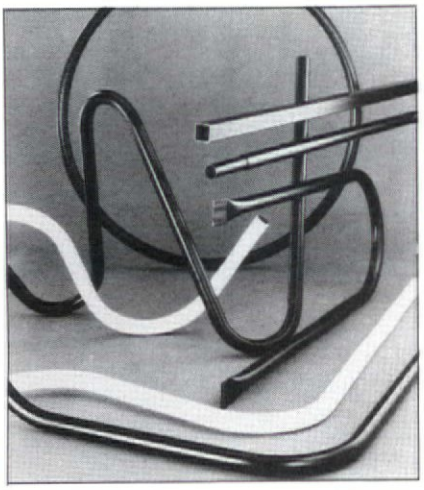
DAN RIVER™

National Trade Firm member I B D

Member of Industry Foundation A S I D

Circle 95 on reader service card

Pre-coated color boosts durability of metal tubing

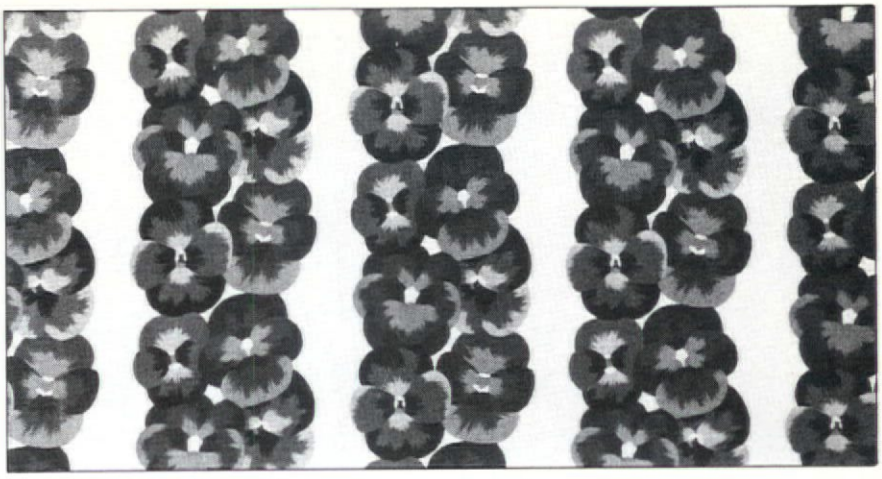


ATCOR Co., Allied Mechanical Tube Div.—"Stretch-Coat" steel tubing is pre-coated with powder coloring before manufacture to eliminate contaminated atmospheres and health hazards sometimes generated by spray paint. In addition, process permits product to be bent, pierced, punched, and flattened without damaging the tubing. **Circle No. 282.**

Mirrors added to cultured marble product line

Romarco Corp.—Cultured marble mirrors are a new addition to the firm's collection of cultured marble products. Available in one oval and three rectangular sizes, mirrors are offered with a variety of frames. **Circle No. 281.**

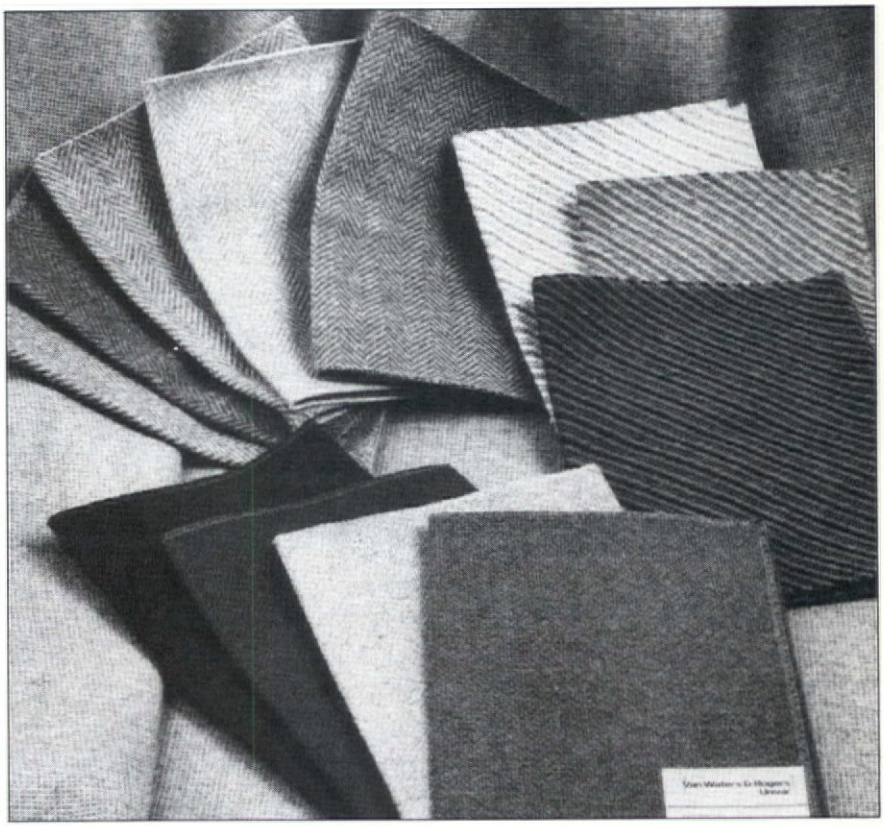




Home fashions manufacturer offers contract-grade floral design

Marimekko—"Floora," part of firm's second, domestically produced trade-only collection adapts to commercial and residential use. Product is available through International Textile Corp., New York. **Circle No. 339.**

Texture emphasized in new fabric group



Van Waters & Rogers—"Contract Coordinates" collection includes twill, herringbone, birdseye, and heathered patterns in nylon and wool/nylon constructions. These textured designs are available in 33 contemporary colorways for upholstery, wallcovering, and panel applications. **Circle No. 279.**

The hidden value in today's finest carpets.

Freshness.
You can't see it.
You can't smell it.
That's the beauty of SYLGARD™ Antimicrobial Treatment from Dow Corning. It provides hygienic freshness for fine carpet by inhibiting the odor and discoloration caused by bacteria, molds and mildew.

And the SYLGARD Treatment is permanently bonded to the carpet fiber. It won't wash out – even after repeated cleanings.

SYLGARD Treatment has hidden value for you, too. When you specify carpet with this exclusive protection, you're giving your patients extra care that enhances your reputation. Care that pays off in long-term patient confidence.

For more information, write Dow Corning Corporation, Dept. 3013, P.O. Box 1767, Midland, MI 48640.

© Dow Corning Corporation 1983
SYLGARD is a trademark of Dow Corning Corporation.
DOW CORNING is a registered trademark of Dow Corning Corporation.

Circle 96 on reader service card

DOW CORNING®

DOW CORNING





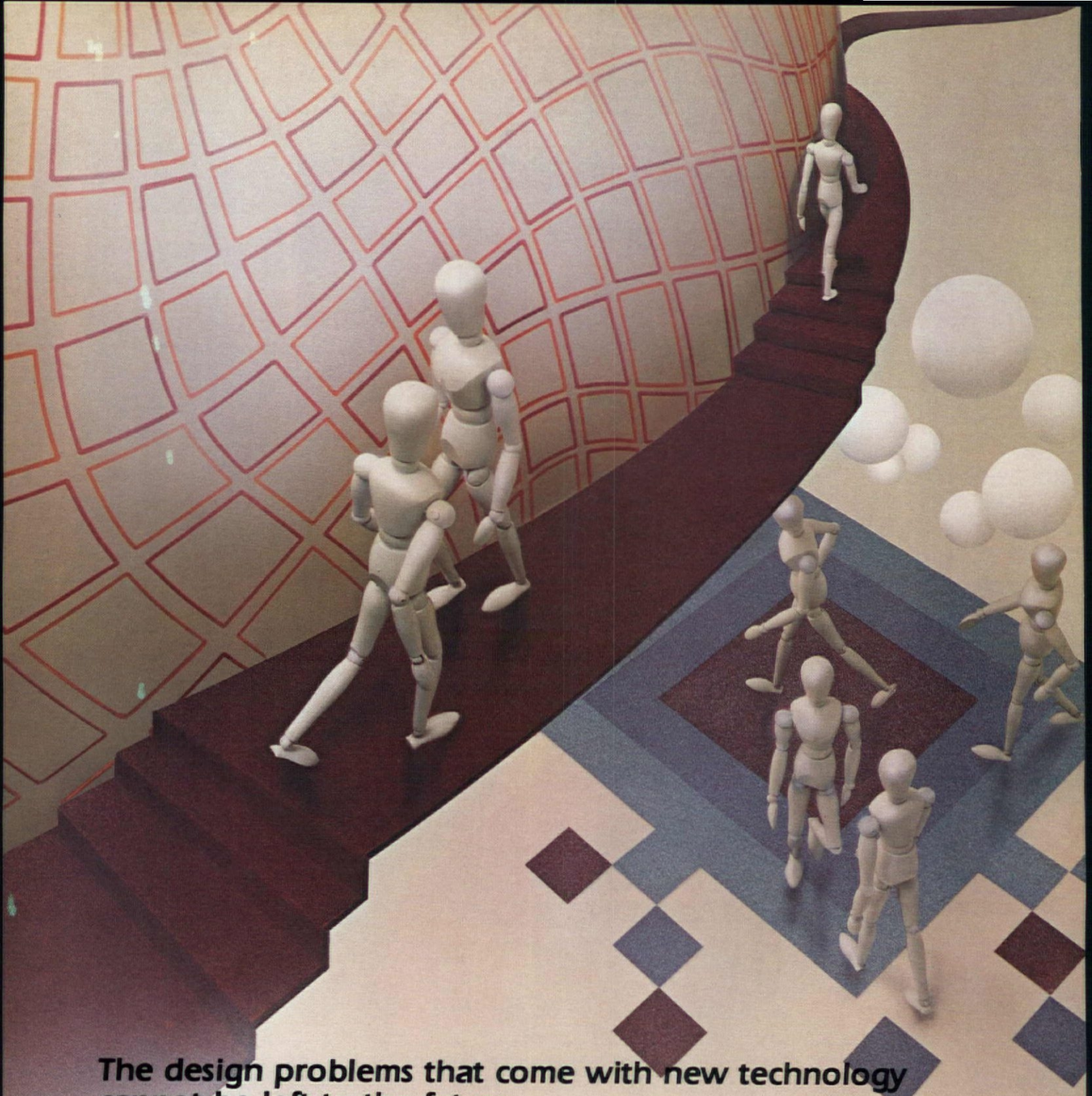
Sigma

You can forget buzzwords like *ergonomic* and *bio-technical* when you talk about SIGMA. Sure, these important considerations were programmed into SIGMA's design, but since everyone talks about them nowadays, we thought you might appreciate hearing about some of SIGMA's more traditional virtues. ■ Virtues like value - for SIGMA delivers more function per dollar than virtually any other chair in its conveniently priced range. ■ Virtues like safety - for *both* the fabric on every SIGMA chair and the foam padding it covers are certified *flame resistant*. ■ Virtues like style - for SIGMA represents the very latest in European design motifs. ■ SIGMA is a fully-adjustable task operator chair that bridges the gap between average and extraordinary...and it's from Fupoflex/USA, creators of a full family of fine task-oriented chairs for all levels of the workplace. ■ Ask us how SIGMA can solve your seating problems.

GENERAL OFFICES U.S.A: 13450 Farmington Road / Livonia, MI 48150 / (313) 525-4150
SHOWROOM: Suite 10-112 / Merchandise Mart / Chicago IL 60654 / (312) 670-0344

Fupoflex USA

Circle 97 on reader service card



The design problems that come with new technology cannot be left to the future.

Today, new technology demands new designs for clean business environments. But to design beyond today, to develop new interior design techniques for the future takes vision... Vision to turn imagination and concepts into workable solutions.

Philadelphia Carpets has created a full collection of quality contract carpets with vision. Future textures, future colors and patterns that will become the standard for tomorrow. See this exciting view into the future at NEOCON, Space 1800.

Creativity transformed into workability.

Philadelphia Carpets

A DIVISION OF SHAW INDUSTRIES, INC.

DUPONT ANTRON NYLON

CONTRACT WATTS: 800 241-2073. SHOWROOMS: ATLANTA MERCHANDISE MART, SPACE 4-A-7, 1800 CHICAGO MERCHANDISE MART, 3402 DALLAS TRADE MART, 400 WESTERN MERCHANDISE MART, MIDWESTERN MERCHANDISE MART, SPACE 312 R, NORTHWEST FURNITURE MART, SPACE 656

Circle 66 on reader service card

girsberger



series girsberger consens

Design: F. Makiol BDIA/VSI, Girsberger Team

Girsberger Industries, Inc.
Office Seating
P.O. Box 1990
Smithfield, North Carolina 27577
(919) 934-0545

Chicago Showroom:
Merchandise Mart
8th floor, Suite 874 C
Chicago, Illinois 60654
(312) 822-0678

Showrooms:
Denver, Colorado (303) 388-5272
Winter Park, Florida (305) 671-0899
San Francisco, California (415) 864-3801
New York, New York (212) 759-6335
Cincinnati, Ohio (513) 241-1729
Salt Lake City, Utah (801) 583-8668
Los Angeles, California (213) 273-5891

Circle 99 on reader service card

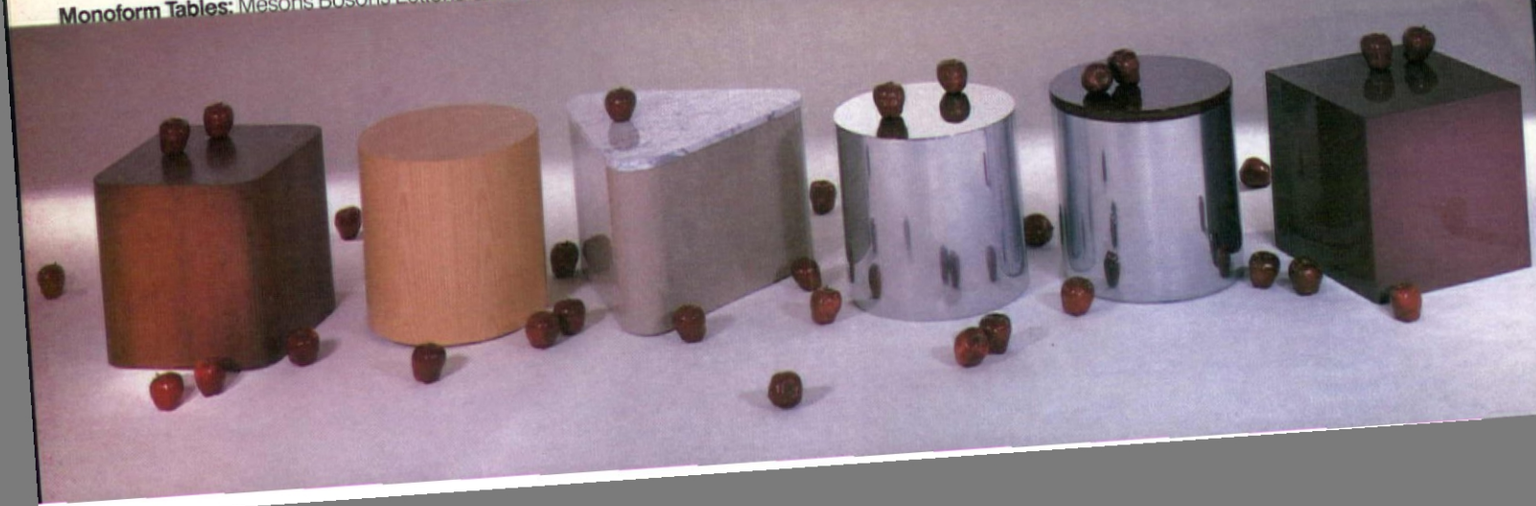


Planters: Floor models Hanging and Table-top Cylinders Cubes Quarks Triangles Ovals Bowls Drums Double-radii Single-radii Rectangles Multi-tier

Habitat®

Habitat International Ltd.

Monoform Tables: Mesons Bosons Lettons Quarks Hexahedrons Drums Split-drums Pueblos Triangles Cubes and Rectangles Metal Glass Wood and Marble





Polished chrome Polished brass Polished copper Satin bronze Satin chrome and Sixteen gloss colors coordinated to match Mondform Table colors

Intrex® and **Architectural Supplements®**
Manufacturing Divisions of **Habitat International Ltd.**

New York National Headquarters:
341 East 62 Street, New York, New York 10021
Telephone: 212 758-0922
Telex: HABINTASI #125-286

New York Showroom:
305 East 63 Street, New York, New York 10021

Showrooms and/or representatives
in all fifty states.

Designer: Paul Mayén

Sixteen Hi-Gloss or Lo-Glare polyester colors Thirteen Hi-Gloss and Eleven Lo-Glare woods Eight marble varieties Polished chrome Polished brass





MOHAWK'S AXMINSTER, AS TIME WEARS ON, IT WON'T

The color and design in our Axminsters are literally woven into the carpet, not printed on top like other patterned carpet. And because it's woven, Mohawk's Axminster possesses a color and clarity that is not subdued by time and wear. Mohawk Axminster comes in unlimited color and design motifs, and is available in two yarn systems: 80/20 Wool Nylon, and Mohawk's SuperNyl Nylon. Learn more by writing Axminster by Mohawk, 1755 The Exchange, Atlanta, Georgia 30339.

MOHAWK
The First Name In Carpet.

a Mohasco company

Circle 92 on reader service card

HIEBERT

You've met Hiebert's IPA! Now meet IPA-SIX!

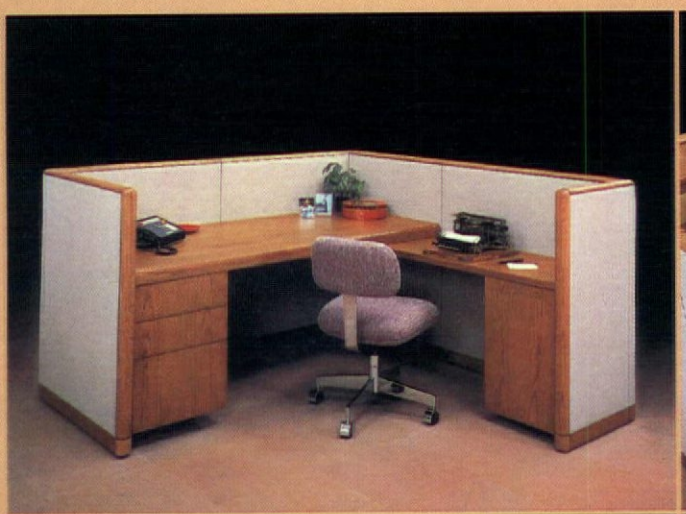
IPA-SIX is Hiebert's commitment to ship you over 75% of systems configurations most often ordered... in six weeks or less...and with universal components!

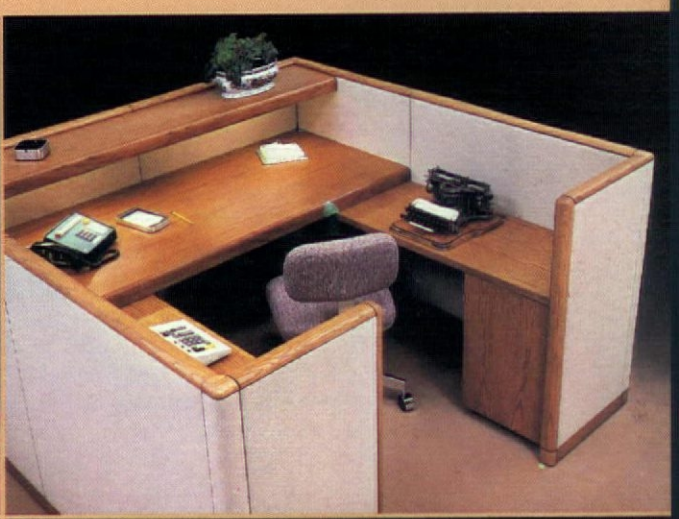
Honest!

Other Advantages?
Besides the obvious advantages of being able to obtain an almost endless selection of configurations or clusters of stations on a six week basis, remember:

- Growing companies can count on an orderly supply of systems furniture on an ongoing basis.
- Large corporate users can standardize on IPA-SIX parts and use this program as if it were their own warehouse or "attic stock."
- All accounts can count on a large selection of free standing furniture and seating to blend in to their systems requirements, most of these items also being available on a six week basis.

HIEBERT P.O. Box 6266, Carson, CA 90749
Manufacturing Facilities: California, North Carolina, Pennsylvania
Showrooms: Dallas, Houston, Kansas City, Minneapolis, Los Angeles, San Francisco, Chicago, Philadelphia, St. Louis, and Washington, D.C.
DIVISION, HON INDUSTRIES

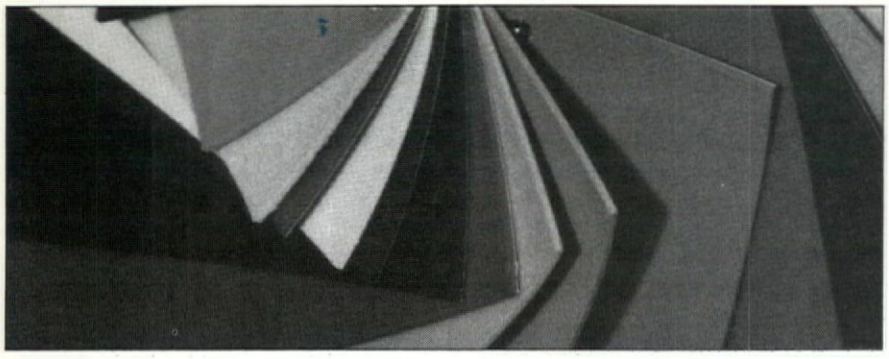






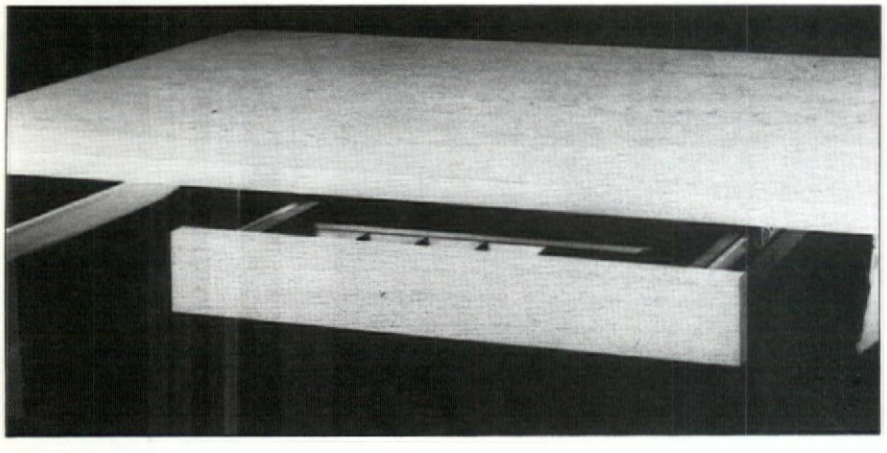


Solid-color sheet vinyl floor coverings are heat-welded for durability



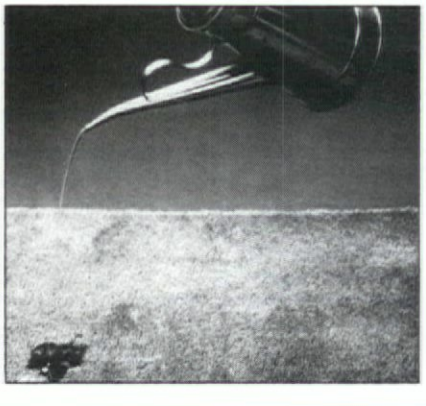
Chromaflor—A new line of solid-color sheet vinyl floors can be heat-welded to increase durability. Non-asbestos product is 85-mil. thick with a 15-mil. wear layer that is suited for heavy traffic areas. A low-gloss, no-wax surface is a standard feature.
Circle No. 341.

Center drawer has universal attachment



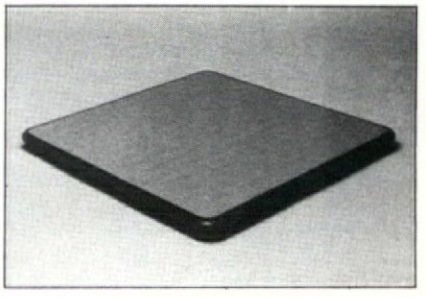
Decar Corp.—Firm's new, universally attachable center drawer has a pencil/coin tray that conveniently stores clips, pencils, and other office supplies. Product measures 20⅞-in. wide by 18-in. deep and is made of stain-, heat-, and liquid-resistant Decarlite laminates.
Circle No. 275.

New chemical helps carpets resist oil stains



Ultraguard—New Prosealplus helps carpets and other textiles resist difficult-to-remove oil stains. Chemical penetrates textile surface to form a protective seal around individual fibers. Product will not discolor, stiffen, or shrink fabric.
Circle No. 283.

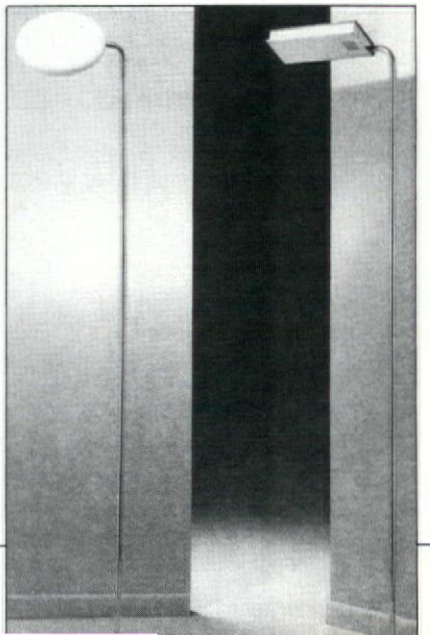
Bonded table top resists chemicals



CHF Inds.—Rock Edge table tops are manufactured to be impenetrable and chemical resistant. Available in 12 colors, product features a three-ply, premium flakeboard core which is fused with a laminate surface for maximum durability. Edge options include bullnose, knife-cut, and flat in a variety of thicknesses. Product can be used with many manufacturers' laminates.
Circle No. 284.

Direct light up or down with dimmable lamp

Westwood Lampscapes—Full-range dimmer switch and shades that adjust to project light up or down are among features in firm's "Laurel" lamp series. The 71-in. lamps are offered with a flat, round head in ivory and polished brass (left) and with a rectangular head for all-brass models. Both lamps use quartz bulb. **Circle No. 340.**



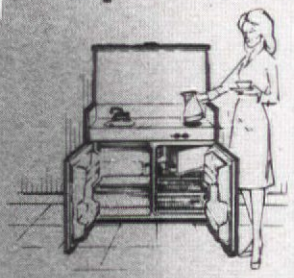
King

mini-KITCHENS®



48″ HOSPITALITY CENTER

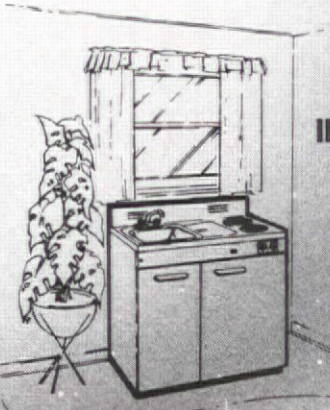
Turn Ordinary Rooms into "EFFICIENCY" Apartments



EXECUTIVE OFFICES
INTO REFRESHMENT CENTERS



HOTEL-MOTEL
ROOMS INTO
HOUSEKEEPING UNITS



AN EXTRA ROOM INTO
RENTAL INCOME



NURSING AND
HOSPITAL PANTRIES
INTO KITCHEN FACILITIES

NOW AVAILABLE WITH ICE-CUBE MAKER, AUTOMATIC DEFROST AND ENERGY-SAVING ELECTRONIC IGNITION

The world's most convenient, compact appliances—with all the most wanted features. All sizes from 30″ to 72″ in width . . . available with overhead cabinets and other accessories . . . in the newest decorator colors—and all at budget prices.

KING REFRIGERATOR CORPORATION

76-02 Woodhaven Blvd. • Glendale, N.Y. 11385 • (212) 897-2200

Circle 104 on reader service card

BRUETON

introduces the "Pelican" Series

An all-fabric-covered wood office furniture system in 12 colors—using stainless steel and glass—for desk, credenza, conference table, occasional tables, high cabinet, seating and upholstered pieces.

designed by Charles W. Pelly

"Pelican" Credenza



photo: Peter Paige

NEW YORK 979 Third Avenue, D&D Building • **CHICAGO** 946 Merchandise Mart • **MIAMI** Space 207 D&D Center
DALLAS Suite 310, Design Center, 1025 N. Stemmons Frwy. • Los Angeles, Philadelphia, Seattle
Contract showroom: New York, 232 East 59th Street

Pat. Pending

Circle 88 on reader service card



CONTEMPORARY CLASSICS

Thybony's new collection of softly-elegant wallcoverings and fabrics unveils a contemporary approach to the classics. Inspirations to design around. Important statements understated. Order the Contemporary Classics book from Thybony. Your interior design source for today. Merchandise Mart, Suite 6-128 Chicago, IL 60654.

Thybony
SINCE 1886

CHICAGO • DALLAS • DENVER • DETROIT • INDIANAPOLIS • KANSAS CITY
Visit us in Suite 6-128 during NEOCON.

Circle 106 on reader service card

Let Us
Your Th
About

Let us get you ready for this June's NEOCON meeting in Chicago. Where the new Gulistan styles are going to be full of new colors.

Not only will you find a much greater range of colors throughout our woven and tufted carpets,

NEOCON IS COMING. SO ARE

Write to: Stevens Carpet Division, P.O. B

s Color inking Carpet.

you also will find those new colors in new patterns, new textures, new coordinations between grades.

So prepare to spend more time than usual at space #1866. It'll be a colorful occasion.

STEVENS
Gulistan® Carpet

OUR NEW STYLES & COLORS.

, Aberdeen, N.C. 28315, (919) 944-2371.

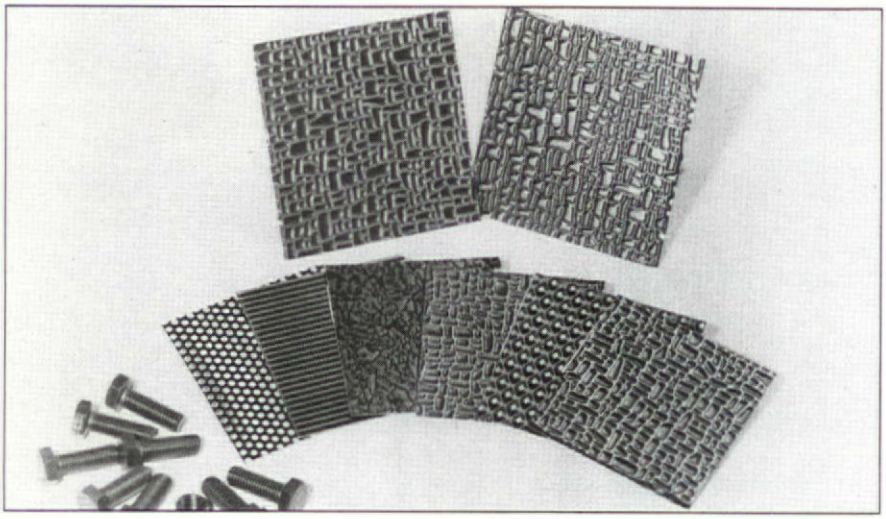
Circle 107 on reader service card

Two typefaces, PMS colors available for unbreakable signage system



Don Graves Signs—Low-cost interior wall signs are made of unbreakable styrene with rounded corners. Measuring 12 in. sq., signs are offered with Helvetica and Optima typefaces in a range of PMS colors with flat, semi-gloss, and high-gloss finishes. Product can be wall-mounted. **Circle No. 280.**

Embossed finishes now available for colored stainless steel surfacing



Prismatic div., B&M Finishers—Embossed designs were recently added to the firm's colored stainless steel surfacing collection; other finishes include matte, satin, and mirror. Owners of an exclusive American license for the product's manufacture, the firm creates the colored stainless steel by applying a thin chrome oxide film to the metal's surface. This process retains the steel's normal lifespan, corrosion-resistance, and maintenance-free properties to make it suitable for all applications in which steel is desirable. **Circle No. 276.**



Ceiling system eliminates need for closure strip

Hunter Douglas—New aluminum facade and ceiling system eliminates need for separate closure strips. System accommodates firm's traditional profile panel with a lip-like protrusion that is actually an extension of the aluminum panel. Recessed closure strip is designed to be the same color as the panel to provide a uniform look. Product is available in 10 bright and brushed finishes for interior use; solid colors are offered for exterior applications. **Circle No. 273.**

Chair accented by steambent styling

The Hitchcock Chair Co.—Solid ash Windsor chairs feature one-piece, steambent bowbacks, hand-wedged spindles and legs, and large turnings. A thick seat adds comfort. **Circle No. 274.**



ESTEC™ BASE SYSTEM

The ESTEC base system, designed by Earl Koepke for EST, will stimulate your imagination to create new work surfaces, table, pedestals and other furniture pieces. With the basic hardware elements and your designs, virtually any size and shape furniture product can be developed.

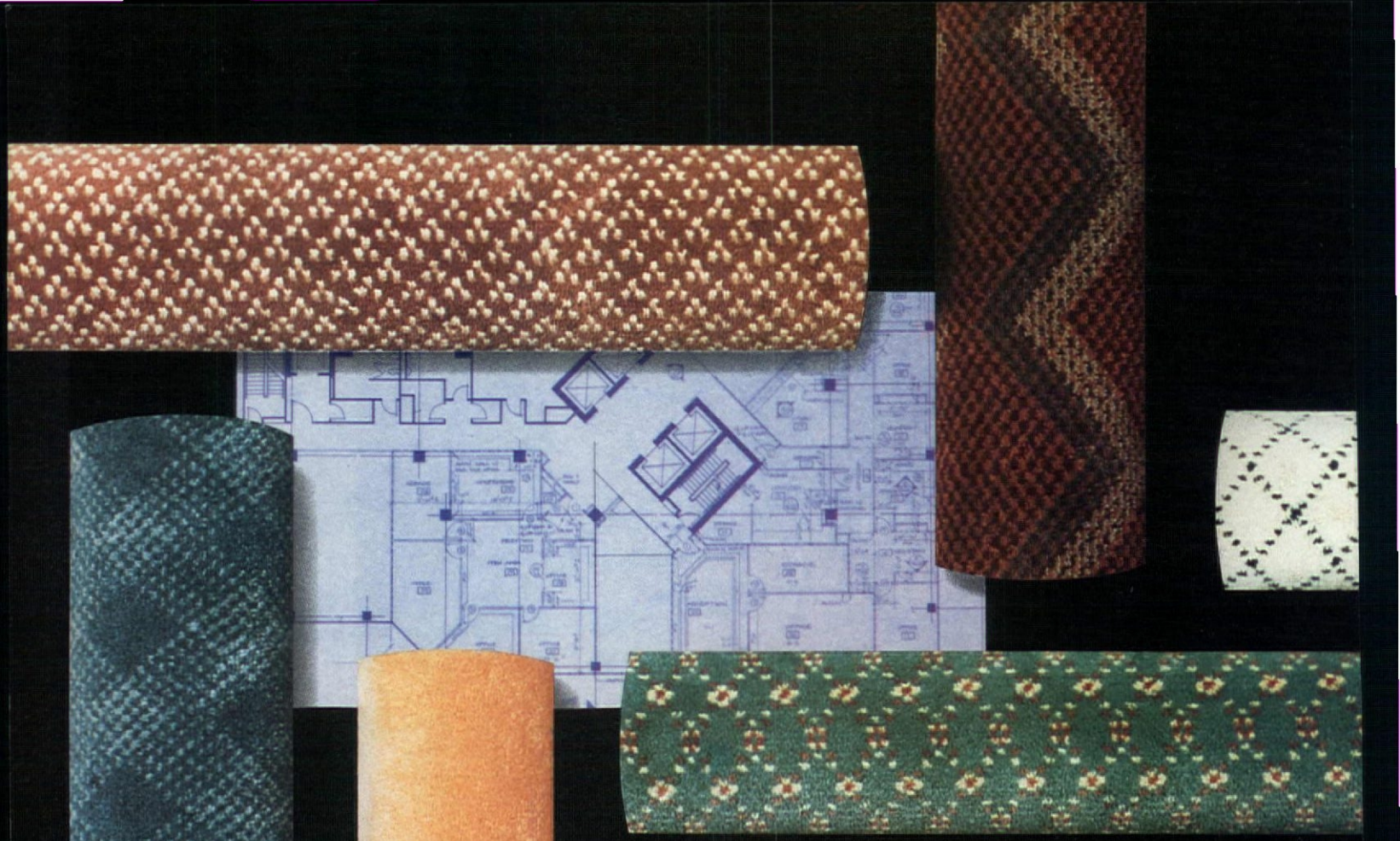
The base feet and top attachments are die cast aluminum and the columns are 2½" steel tubing. Any length leg can be provided, and stretchers between leg units for long tables can be furnished to customers specifications.

For further information contact EST.



EST Company, Inc. Box 258 Grafton, Wisconsin 53024 (414) 377-3270
A Division of Leggett and Platt, Inc.

Circle 108 on reader service card



OUR GRAPHIC STATEMENTS OF DEFINITIVE DESIGN

Floorgraphix presents carpets of simple splendor, in patterns precise as the blueprints of commercial interiors for which they are created.

Each detail is quality, from the Antron® III* nylon face yarns—with built-in static and soil resistance—to the ActionBac® secondary back—strong, odor-free, mildew-resistant.

Here's a superb design range, from geometrics to pin dots.

Here's the look and texture of woven carpet, with pattern worked through to the backing, unlike the surface color of printing.

Here's complete flexibility in color and design, including custom capability, without minimum yardages, at surprising prices.

Floorgraphix, fast-rising star, presents a new direction with today's most advanced technology in carpeting. Sold nationally through contract specialists. Write or phone for your nearest representative.

FLOORGRAPHIX, INC.
One Industrial Blvd.
Cartersville, Georgia 30120
(404) 386-0310

DUPONT Antron
*DuPont Registered Trademark

ActionBac®

Circle 101 on reader service card

Sigma 2000™
is Synomics

...taking you beyond ergonomics. Man, machine, and environment working together to attain higher levels of productivity than any could achieve alone.



Shape, texture and color combine to create a unique design statement.

User-adjustable worksurfaces and seating increase comfort and productivity.

Acoustical wall systems provide exceptional speech privacy.

A wide range of filing systems for both paper and electronic media.

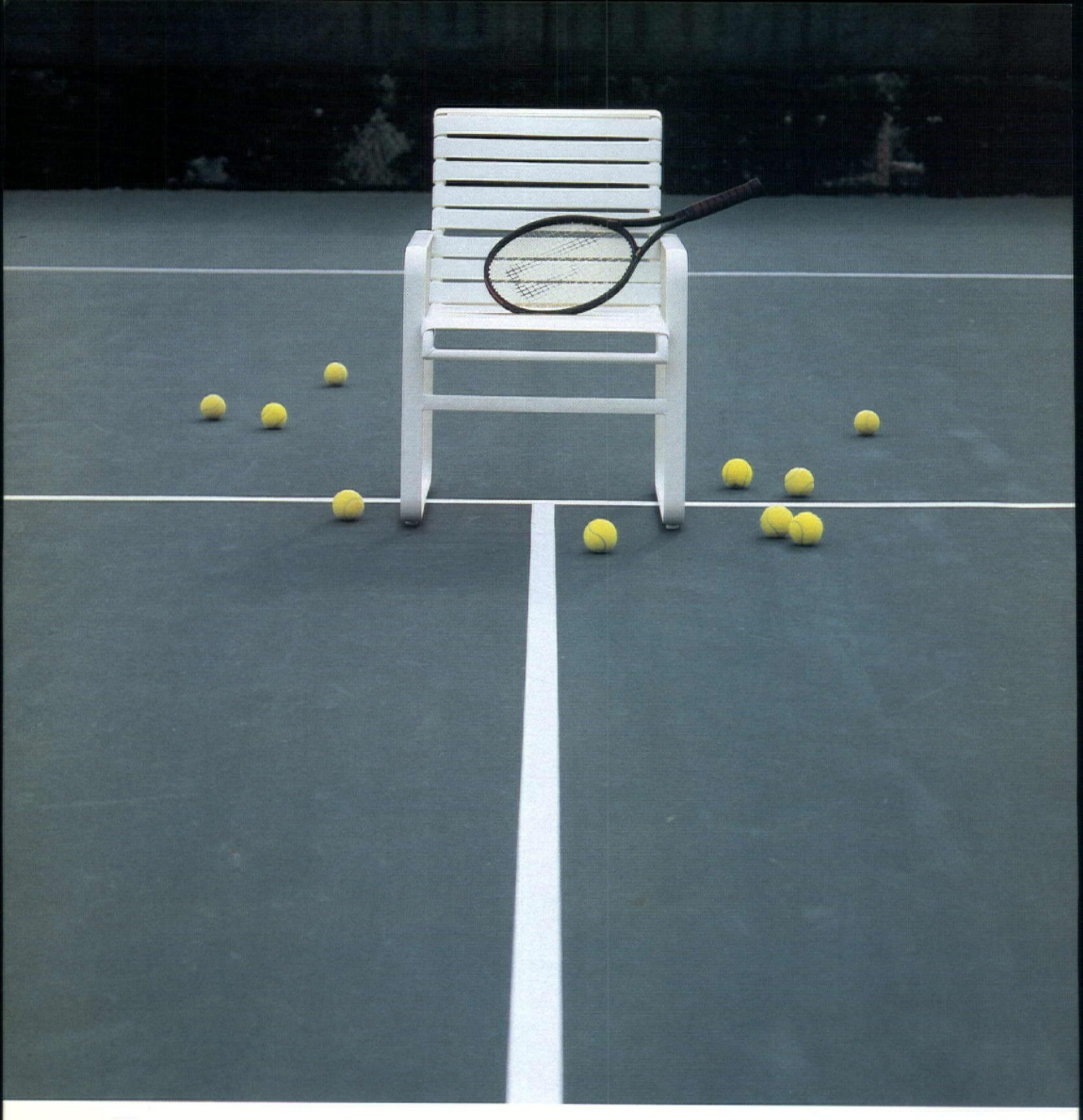
...all coming together in Sigma 2000™

BORROUGHS
LEAR SIEGLER, INC.
(800-253-4083), IN MICHIGAN CALL 616-342-0161

NEOCON XVI – Space 1084

© 1984

Circle 110 on reader service card



Tropitone. The perfect match for all resorts.

The finest country clubs, resorts, and hotels all have one thing in common. They choose Tropitone outdoor furniture. Because it lasts. And continues looking as good as the day it was purchased. Which is the reason Tropitone turns up in such prestigious locations as Del Coronado Hotel, Disney World, and Caneel Bay.

Tropitone. It's the perfect match for all resorts. Everywhere.

Write for our free catalog today. Your files may be obsolete without it. Tropitone Furniture Company, P.O. Box 3197, Sarasota, FL 33578; 5 Marconi, Irvine, CA 92714

tropitone
Probably the finest.

Atlanta: 292-7359 **Chicago:** 644-6164 **Dallas:** 651-7013 **Denver:** 399-2922 **High Point:** 889-9962 **Houston:** 965-0123 **Irvine:** 951-2010 **Los Angeles DC:** 747-1601 **Los Angeles PDC:** 659-0116 **Miami:** 573-5114 **Miami:** 757-0659 **New York:** 753-3377 **Philadelphia:** 567-5663 **Phoenix:** 274-0878 **San Francisco:** 626-1075 **Sarasota:** 355-2715 **Seattle:** 763-0422

Circle 111 on reader service card

SO NEW. SO UNIQUE! AND ONLY FROM PATCRAFT.



Patcraft's "Consulate" Group is one of the most densely constructed commercial carpets you can find ... 124,416 tufts per square yard! And this beast of durability is a raving new beauty.

Choose from many unique designs in cut-and-loop construction or we'll reproduce your own design. Order any of 10 stock colors or 57 custom colors. Every pattern in the "Consulate" Group is constructed from Badische Zefran® Blend CR4 (70% Acrylic/30% Nylon Blend) which gives a wool-like appearance with the durability of Nylon and its tuft-density is so superior that this carpeting lasts, and lasts, and lasts.

Contact your Patcraft Sales Representative for all the details.

SEE US AT NEOCON SPACE 1870

Badische

"CARPETS OF DISTINCTION"
Patcraft
MILLS INC.

Du Pont TEFLON carpet protector

Patcraft Mills, Inc. • P.O. Box 1087 • Dalton, Georgia 30720 • (404) 277-2133

Circle 112 on reader service card

COME SEE US AT NEOCON IN SPACE 13-139, MERCHANDISE MART, CHICAGO.

There's more to a great commercial carpet than meets the eye.

Introducing

OUTLAND BY WORLD CARPETS

100% NYLON PILE

THE FATE OF A FABRIC HANGS BY A THREAD

ENKA

ENKALON® AP

Advanced Performance Nylon

1 Heavy-denier Enkalon® AP advanced performance nylon has fewer staple fibers in the same yarn size. Therefore there is less exposed surface area for soil to cling to, and the cross-section resists trapped soil for high tech *soil resistance.*

2 Heavy-denier Enkalon AP is a stronger more resilient fiber that gives contract carpet *better appearance retention.*

3 Its multilobal surface scatters the light, *minimizing the appearance of dirt* and *reducing maintenance.*

4 The bigger, stiffer fibers in Enkalon AP give *greater resilience.*

5 A de-lusterant is injected into Enkalon AP to further diffuse the light and give the nylon a *wool-like luster.*

6 Anti-stat fiber in each bundle of yarn gives lifetime anti-shock protection.

FULL TEN YEAR WEAR WARRANTY

This carpet is warranted in the U.S.A. by American Enka Co. for indoor commercial use. If properly installed and maintained and the surface pile in any given area is abrasively worn more than 10 percent within 10 years it will be replaced at our expense including installation. American Enka Co. warrants normal abrasive wear only, not tears, pulls, cuts, pilling, shedding, matting, damage due to improper cleaning agents or methods, or abuse by any athletic equipment such as roller skates, golf shoes, ski boots. The term "abrasive wear" means the carpet loses fiber through normal abrasion, not crushing or flattening of the carpet pile in any area, nor staining, soiling, fading or change in carpet appearance, nor fiber loss due to abnormal usage of the carpet or defective carpet construction. Stairs are excluded for cut-pile carpet.

FULL LIFETIME STATIC WARRANTY

This carpet is also warranted to control static electricity to a maximum of 3.5 kilovolts at a relative humidity of 20 percent and a room temperature of 70 degrees Fahrenheit (Test AATCC 134-1979 Test I, neolite soles). Should this carpet fail at any time during its useful life to achieve this performance it will be replaced at our expense, including installation. If requested, one square yard of the carpet must be sent to us for testing to verify your complaint of failure. For warranty service get in touch with the firm that sold you the carpet or with American Enka Co., Marketing Technical Dept. (Carpet), Enka, North Carolina 28728. These warranties give you specific legal rights and you may also have other rights which vary from state to state.

ENKA A PART OF Akzona INC.

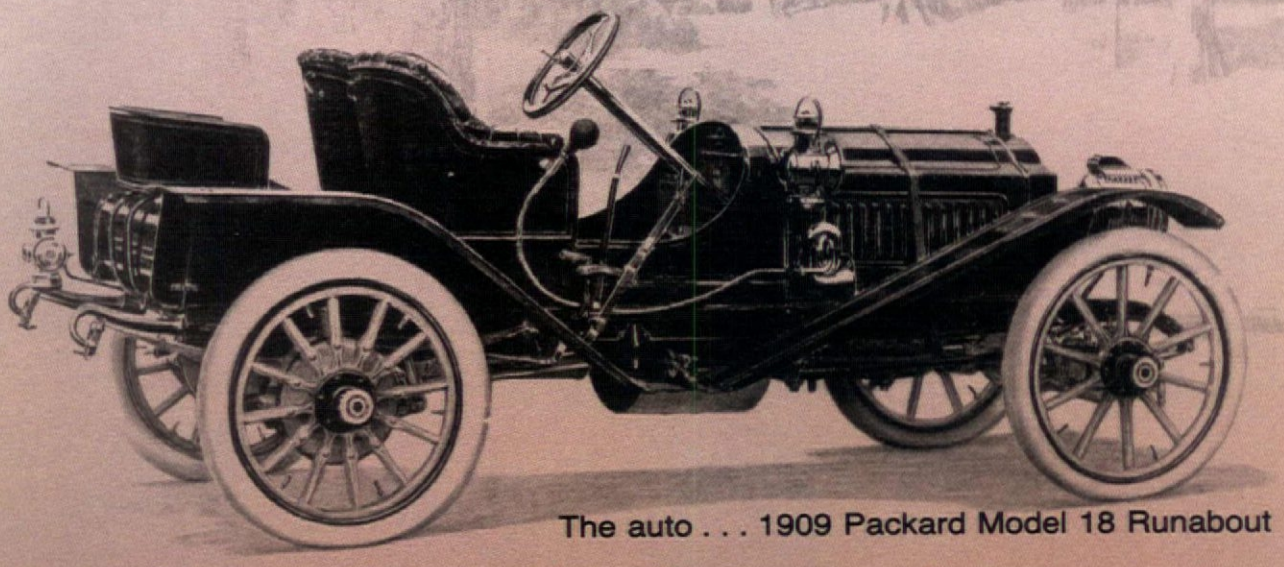
1F

THE FATE ... AND ENKALON® ARE TMs OF AMERICAN ENKA CO.

Circle 113 on reader service card

PACKARD

Classic designs



The auto . . . 1909 Packard Model 18 Runabout

The system . . . Today's Packard Officenter 2000



The Packard motorcar . . . hallmark of quality, individuality and American craftsmanship.

Packard panel systems uphold these time-honored standards. Our Custom/Design program permits creation of unique wall systems tailored to your needs.

For the solution to your wall system problems, call or write for our "Custom Design/Build Kit"

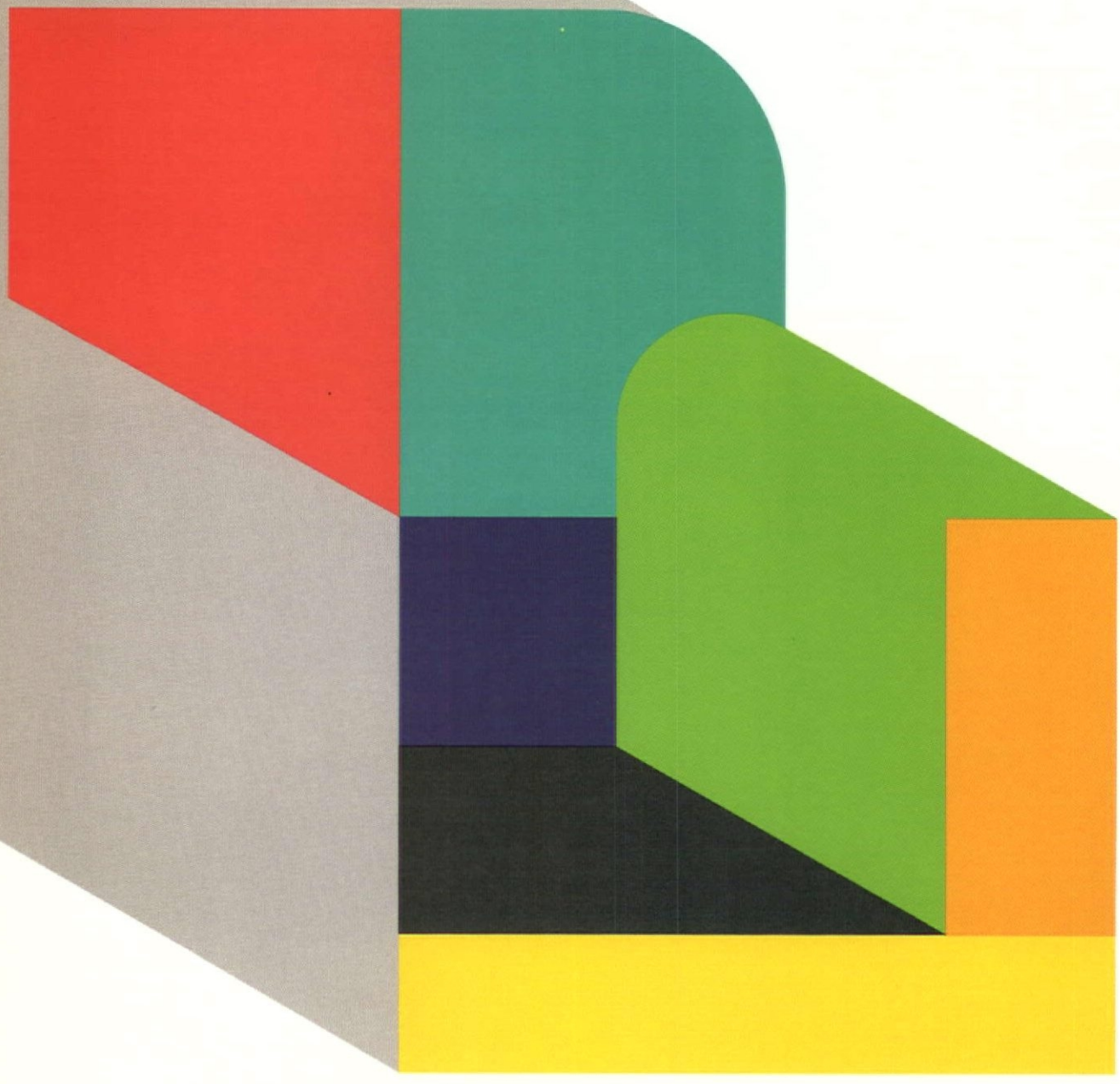
Packard Industries, Inc.
U.S. 31 No., Niles, Michigan 49120
Call 1-800-253-0866
In Michigan 616-684-2550 collect

See the auto and the system during NEOCON XVI
Visit the new Packard showroom 10-108.

Circle 114 on reader service card

An Exposition produced by the Atlanta Market Center to serve the Southeastern commercial design community.

CONTRACT 84



CONTRACT DESIGN EXPOSITION

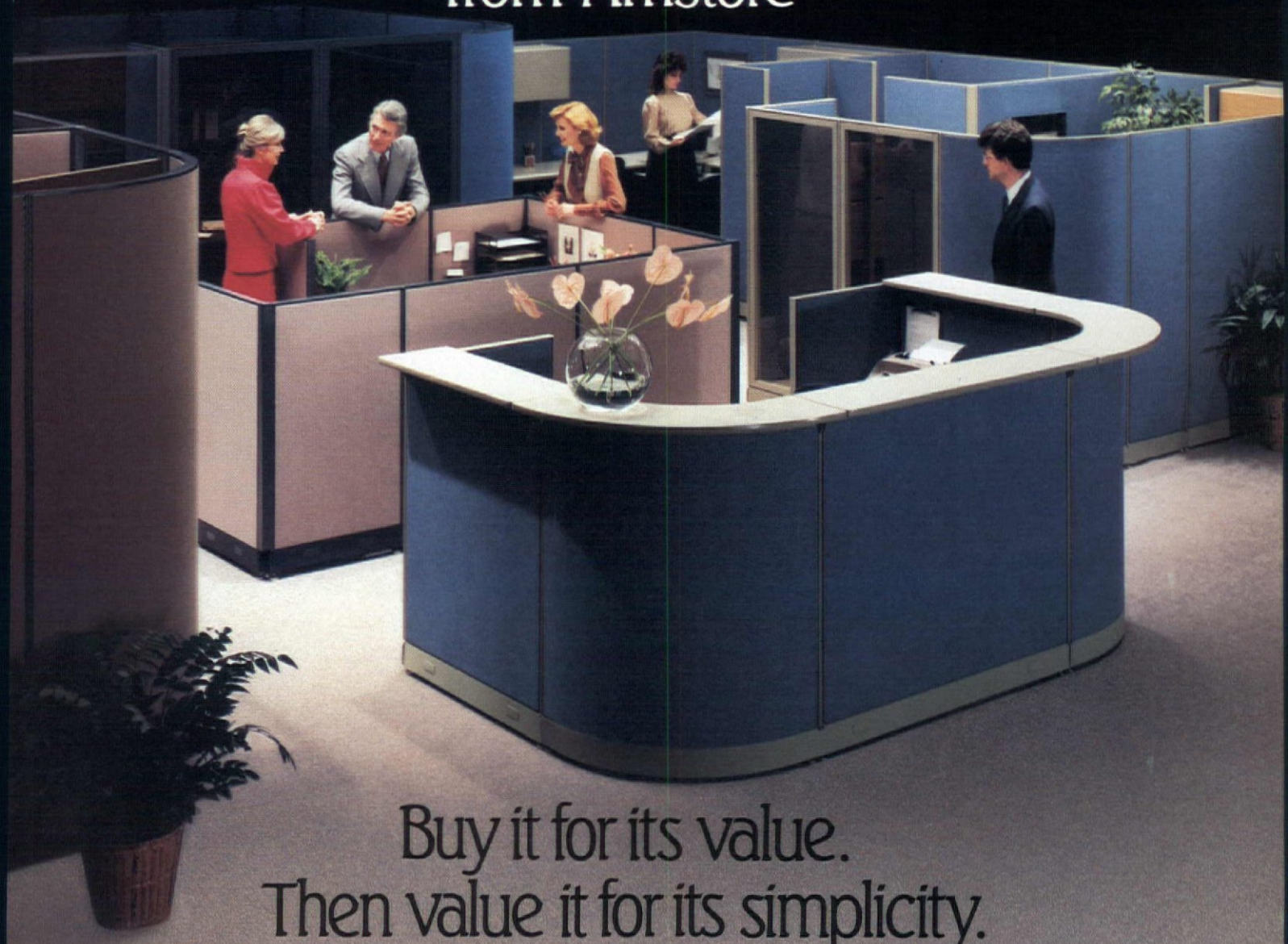
November 1-3, 1984

Permanent Contract Showrooms available soon— Merchandise Mart expansion complete in '86.

Atlanta Market Center—Suite 2200
240 Peachtree St., Atlanta, Ga. 30043
(404) 688-8994

Circle 116 on reader service card

The Option One open office system from Amstore



Buy it for its value. Then value it for its simplicity.

Better value's built in.

Compare Option One with any other open office system, and its value *really* shows.

First, Option One has a superior appearance — as well as the rigidity, and sound and fire ratings you expect from more expensive systems.

Second, it does something most other systems don't do, regardless of their cost: Option One works with your existing furniture. So you not only get the benefits of a reasonably-priced open office system, you get ongoing value from current equipment.

Simplicity for better function.

Well-thought-out simplicity makes Option One easy to plan, install and rearrange.



Metal connector knuckles (right) align and space panels. And a basic connection device, a durable plastic hinge (left) joins panels, regardless of how they're angled or configured.

The simplicity continues: Option One consists of a limited number of carefully chosen components, so it's just as flexible as other systems that are much more complex. This means you can tailor an Option One work station to almost *any* office job function you can think of, so you save on planning, ordering, installation and inventory costs.

Exercise your option now.

Put Option One to work in your offices. Call or write for our brochure.

amstore

Old Norris Road
Liberty, SC 29657
(803) 843-9327

See Option One at NEOCON Space 864

Circle 67 on reader service card



Coming in August CONTRACT...

Commercial Buildings "Executive Buyer Edition"

Featuring: Computer Support Furniture Directory

This August, you'll get important details on products and design for the high-volume building market in CONTRACT's Commercial Buildings/Remodeling "Executive Buyer Edition". Plus, vital information on manufacturers of Computer Support Furniture! Features Include:

Computer Support Furniture Directory: Fully updated for 1984, this valuable feature lists the manufacturers involved in this fast-growing market segment, and the types of furniture they produce. Plus, the latest offerings from major manufacturers currently available!

Furniture Component/Hardware Source Guide For Specifiers & OEMs: Comprehensive listings of contract suppliers.

Remodeling & Ancillary Construction Services: A look at some of the newest remodeling installations and functions of construction companies and consultants.

Supplier Ad Opportunity: Your ad in this issue is seen by over 29,000 all-contract specifier/buyers and an additional 5,000 commercial building end-users. The issue will include a **Sales Rep Help Wanted Section** and will receive a bonus mailing to 350 independent contract reps. Plus, your ad qualifies you for **FREE AD-Q Study results** measuring ad effectiveness.

Ad Space Closes July 10.

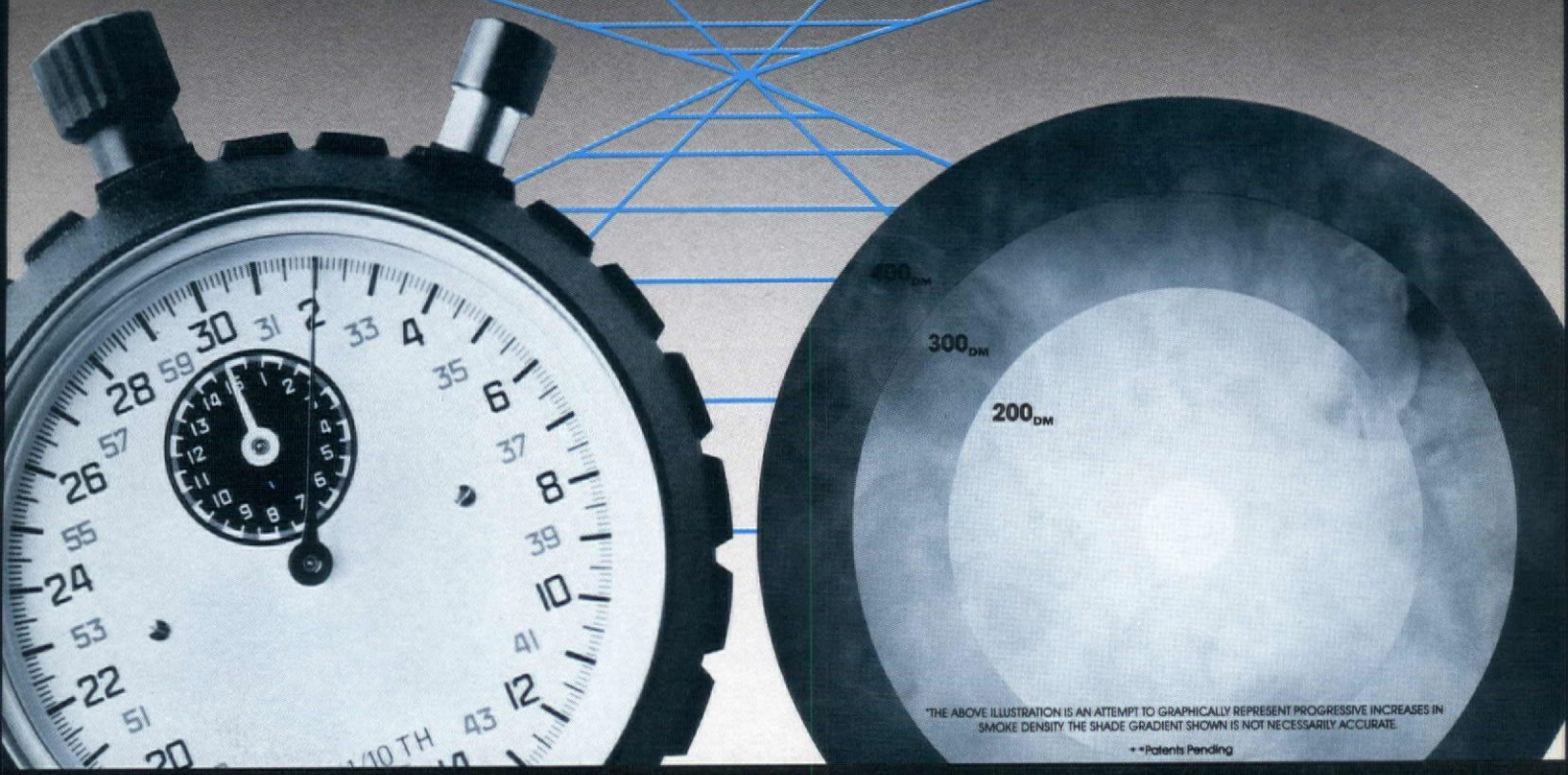
Contract

A Gralla Publication/1515 Broadway, 24th Floor, New York, NY 10036 ■ 212-869-1300

A NEW BREAKTHROUGH IN VINYL COATED FABRIC TECHNOLOGY.

NAUGAHYDE 2/200**

2 SECOND FLAME OUT* AND SLOW SMOKE GENERATION*† IN THE SAME FABRIC.



*THE ABOVE ILLUSTRATION IS AN ATTEMPT TO GRAPHICALLY REPRESENT PROGRESSIVE INCREASES IN SMOKE DENSITY. THE SHADE GRADIENT SHOWN IS NOT NECESSARILY ACCURATE.

**Patents Pending

Naugahyde 2/200 is the *first* vinyl coated fabric that meets or exceeds all three of the following major code and test standards for both flammability and smoke generation. Among the codes or tests that Naugahyde 2/200 meets or exceeds are:

- **CCC-A-680a-FEDERAL STANDARD 191A-Test Method 5906**
- **BOSTON FIRE CODE (BFD 11-2)**
- **DEPT. TRANSPORTATION NFPA 258-ASTM E-662-79-NBS SMOKE CHAMBER**

Naugahyde 2/200 is available in two versatile product lines. "Unique"—a richly grained, highlighted fabric. And "Innovation"—a more softly grained, matte finished fabric. Each is offered in a palette of 30 rich, diverse colors. Together they offer a full range of color and design capabilities. Plus all the quality, ease of care, dependability and durability of Naugahyde.

For Further Information call or write: Uniroyal, Inc.
312 North Hill Street, Mishawaka, IN 46544. (219) 256-8000.
Or call the Naugahyde Customer Service Toll Free Number
1-800-348-7210 for the name of your nearest distributor.

†D_M200 Max.

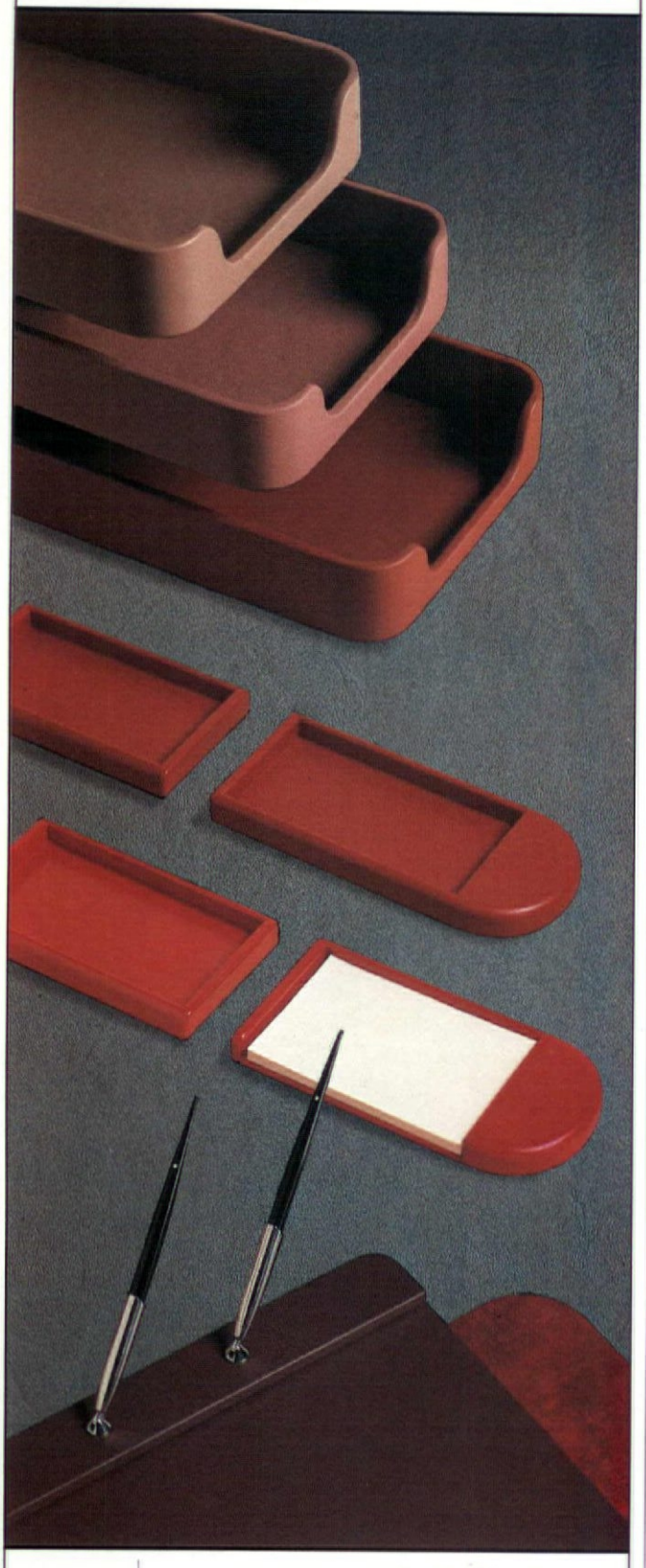
*These terms and any corresponding data refer to typical performance in the specific tests indicated and should not be misconstrued to imply the behavior of this or any other material under actual fire conditions.

NAUGAHYDE® 2/200™

The beginning of a new era in coated fabric technology. From Uniroyal.

Circle 118 on reader service card

A Broader Spectrum
to meet your organizational needs!

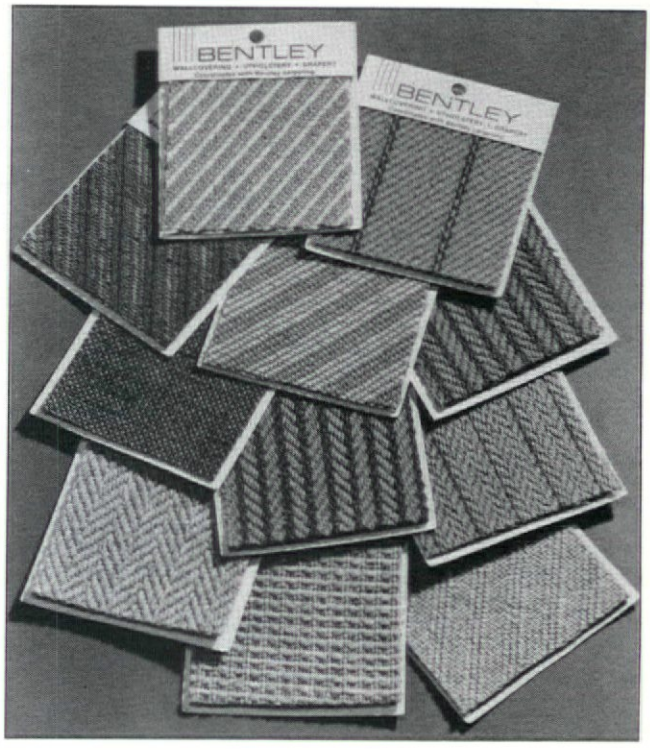


OFFICE accents

GIFT CRAFT LEATHER CO., INC.
35-57 NINTH STREET
LONG ISLAND CITY, NY. 11106
(212) 204-1222

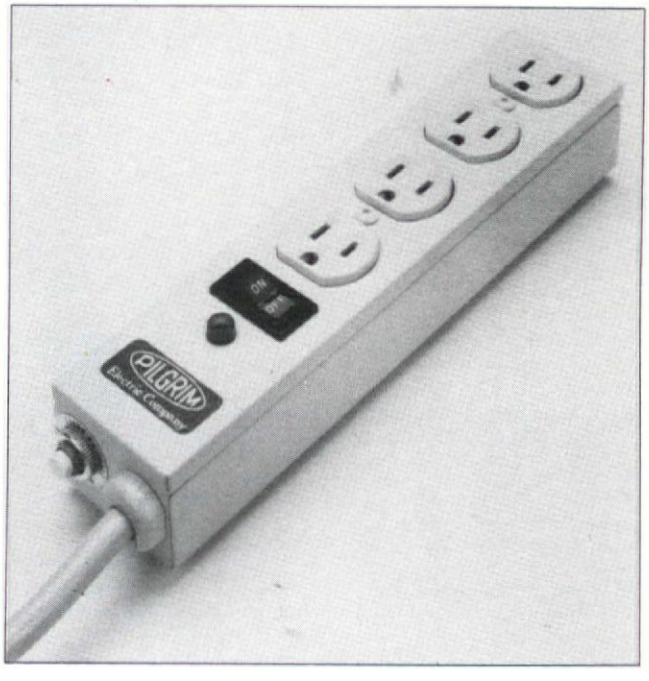
Circle 156 on reader service card

PRODUCTS & SERVICES



UPHOLSTERY/WALL FABRICS ARE CUSTOM COLORED

Bentley fabric patterns are available in widths of up to 108 in. for seamless wallcovering or upholstery. Minimum yardage orders can be piece-dyed for custom colors. Fabrics are flammability rated and include solids and heathers woven with DuPont Antron II or Antron XL fiber. **Circle No. 235.**



OUTLET STRIP PREVENTS POWER OVERLOAD

An electrical outlet multiplier from **Pilgrim Electric** automatically shuts off the power when an overload occurs. Model has three wire-grounded receptacles intended for CPU, printer, disc drive, and terminals. Other features include a built-in master on/off switch, red pilot light, and circuit breaker reset button. **Circle No. 245.**

ADJUST-ABILITY

People work better when they're comfortable. When they can *adjust* their seating to the task they are performing. (Especially true in today's multi-task automated offices.)

Suspa provides the means of adjustability: pneumatic control(s) to regulate seat height . . . seat angle . . . and backrest angle. By means of a small, inexpensive gas cylinder. It's clean. Dry. Permanent.

Cushion the ups and downs, backs and forths of your seating users with gas cylinder adjustability by Suspa — the supplier to 80% of the world. Innovative, precision engineering has made Suspa cylinders productive for people and cost-effective for manufacturers. For information, contact SUSPA, Incorporated, P.O. Box 8774, Grand Rapids, MI 49508. Phone 616/531-9600 Telex 22-6385.

SPECIFY

SUSPA



RELEASES PRODUCTIVITY

Circle 120 on reader service card

MONDO... A SOURCE OF COLOUR AND DESIGN.

PRACTICAL ELEGANCE FROM THE GROUND UP.

Mondo Rubber flooring is not only a source of decorative beauty. Mondo also means durability, in a wide choice of colours and a variety of textured patterns, each designed to withstand years of hard wear. Highest quality materials produce a cushioned, resilient flooring which resists weight indentation. Integral colours and ingrained waxes give a rich, care-free surface. Ideal for wherever people walk.



Mondo Rubber (Canada) Ltd.
2655 Francis-Hughes Avenue, Laval, Qué. H7L 3S8
Telephone: (514) 668-7600 Telex: 055-60046

South east Office: Mondo U.S.A. Inc.
3313, Garden Brook Drive, Dallas, Texas. 75234
Tel.: (214) 484-4345, Telex: 791966.

Circle 121 on reader service card

MONDO



Circle 122 on reader service card





The Phoenix Collection
Classic form in a continuation of flared arm styles for guest, stacking, conference and lounge applications.

Designed by John Duffy for Gunlocke

Gunlocke

The Gunlocke Company
Wayland, New York 14572

Showrooms in New York, Dallas, Houston, Chicago, Los Angeles

Circle 123 on reader service card



Static does not compute

Verdict TEC carpet, a new, luxurious cut-pile carpet from Armstrong, will not cause costly static-related disruptions to computers and other sensitive electronic equipment.

Permanent static protection from the integrated face yarn and backing system is warranted by Allied Corporation for the life of the carpet.

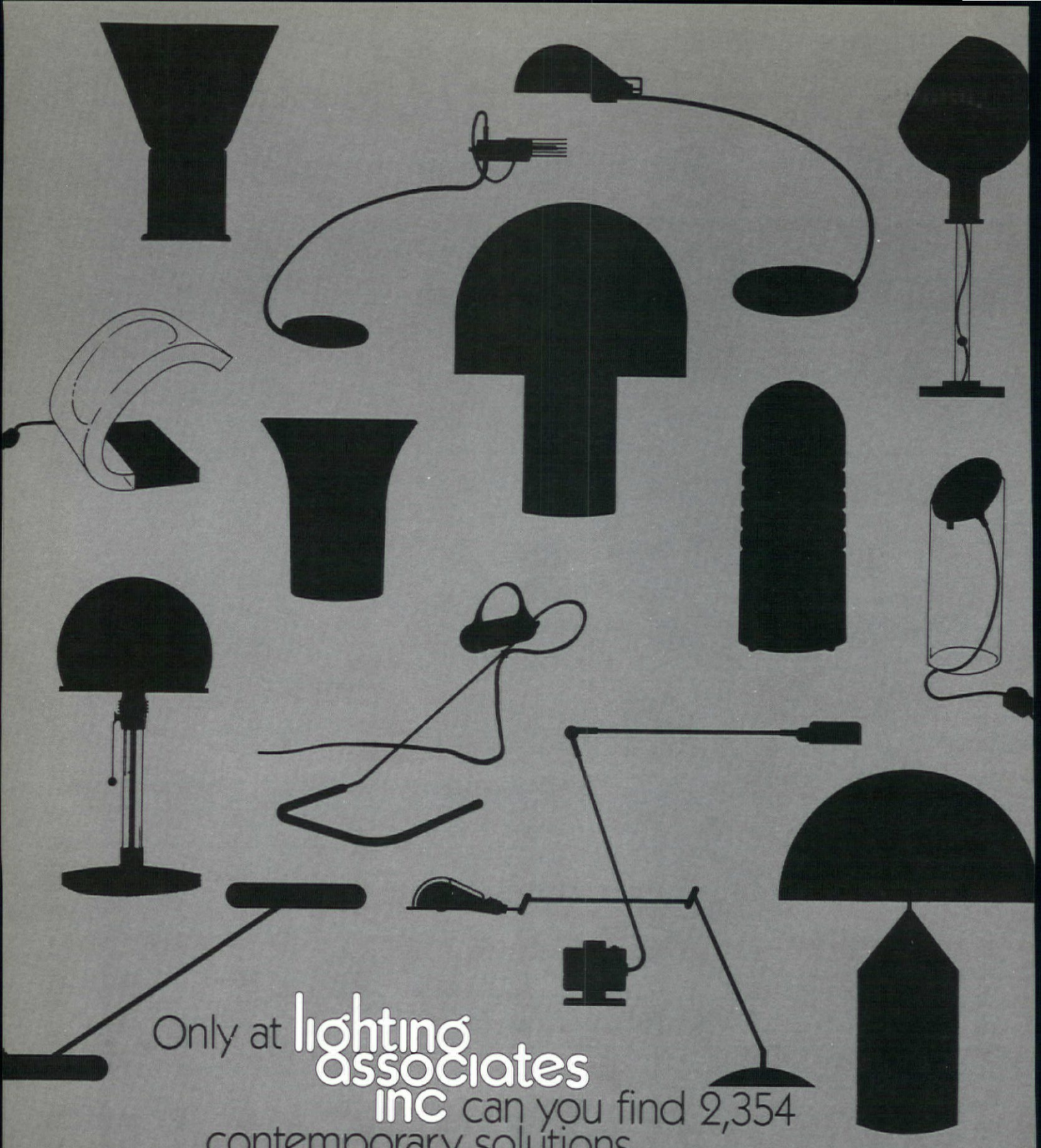
Stocked in 20 contemporary commercial colors, Verdict TEC carpet will be on display at NEOCON in Armstrong Showroom 13-159.

Armstrong

PERSPECTIVE '84
CARPET

Attend our seminar on "Designing the Electronic Office" Jointly sponsored with Allied Fibers at NEOCON XVI Tuesday thru Thursday 9:45 am & 2:00 pm, Friday 9:30 am

Circle 124 on reader service card



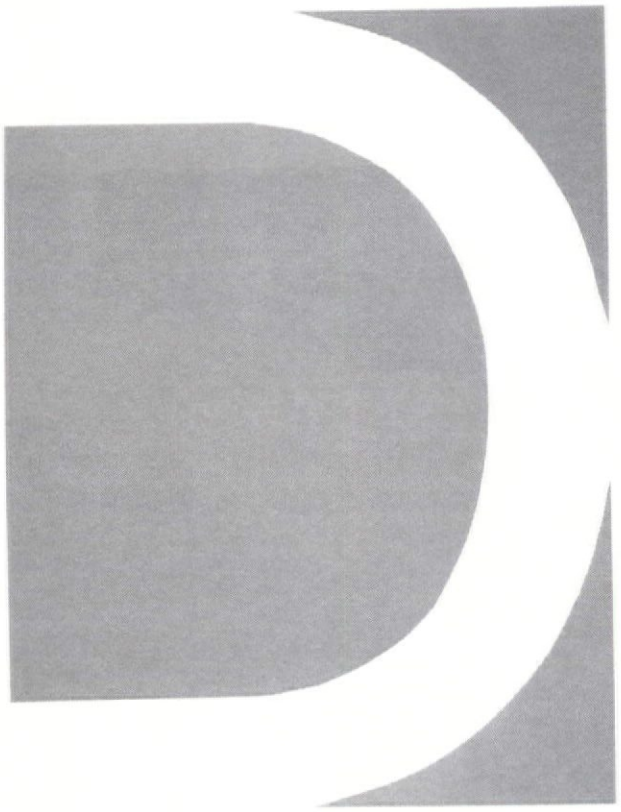
Only at lighting associates inc can you find 2,354 contemporary solutions to your lighting problems. And the experts to help you solve them.

IGHTS/ WALL LIGHTS/ TRACK LIGHTS/FLOOR LIGHTS/ TABLE LIGHTS/INDIRECT LIGHTS/PICTURE LIGHTS/SUSPENSION LI

Lighting Associates Inc./305 East 63 Street New York N.Y. 10021/(212) 751-0575

Circle 125 on reader service card

We've Been Practicing in Europe For 70 Years...



DANFLEX™

Now We're Ready For You, America.

SEE US AT THE INTERNATIONAL PAVILION
neocon 16
Neocon International
Booth #606

DANFLEX

Danflex Office Systems, Ltd.
391 Main Mall
Poughkeepsie, NY 12601
(914) 473-1001

Circle 126 on reader service card

CONTRACT'S Construction Lead Service

Bringing Specifier/Buyers And Suppliers Together



CONTRACT'S Construction Lead Service, a free monthly report on new and remodeled contract jobs in the planning stage, provides suppliers with exclusive leads to current installations and offers specifier/buyers easier access to products and services.

CONTRACT readers get the special literature, rep attention and manufacturer services that your projects require. Just fill out the "construction activity" portion of the Reader Service Card in any CONTRACT issue. It's the free, simple way to reach manufacturers eager to meet your immediate needs.

CONTRACT advertisers get key details such as name of job, type of project, location, purchase deadlines, projected budget, type of furnishings, name of contact and more on contract installations in the immediate or near-future specification stage. You get a free report every month your ad appears in CONTRACT ... or a full year of reports with a six time schedule.

Construction Lead Service ... Another Industry-Wide Service From The All-Contract Magazine.

Contract

A Gralla Publication
1515 Broadway, New York, N.Y. 10036
212-869-1300

Circle 150 on reader service card

NEW FROM SUPERIOR CHAIRCRAFT

A new standard of excellence in ERGONOMIC TASK CHAIRS

the *Orion* series





STANDARD MODEL 110 without accessories

DELUXE MODEL 125 with Arm Kit attached

Arm Kits & Drafting Stool Extension Kits available on both models.

• SPECIAL BOLSTER LUMBAR BACK SUPPORT • GAS LIFT
• EXTRA LARGE SEAT & BACK • DOUBLE WHEEL CASTERS

For more information on this exciting new series contact your Superior Chaircraft Representative.

ON DISPLAY AT THE JUNE **NEOCON SHOW - BOOTH 1045**

SUPERIOR CHAIRCRAFT CORPORATION

ONE INDUSTRIAL PARK • P.O. BOX 725 • BELTON, TEXAS 76513 • (817) 939-3517

Circle 151 on reader service card



Representing the most extensive line of carpet in New England

OMNI®

CARPET

A DIVISION OF BEN ELFMAN & SON, INC.

124 Second St., Chelsea, MA 02150, (617) 884-8600 69 Bartholomew Ave., Hartford, CT, (203) 247-3494

Marquésa · Lana

Circle 119 on reader service card

BALI HAI COLLECTION

DESIGNED BY PHILIP ENGEL

spancraft, ltd.

910 Railroad Ave., Woodmere, L.I., New York 11598 • 516/295-0055

A NEW COLLECTION OF OVER 89 DESIGNS IN NATURAL TONGA REED OR YOUR CHOICE OF 24 COLORS ON SELECT IMPORTED PAINTED LINEN. TRIMMED WITH: POLISHED BRASS, BRUSHED BRASS, CHROME, OR BRUSHED STEEL.

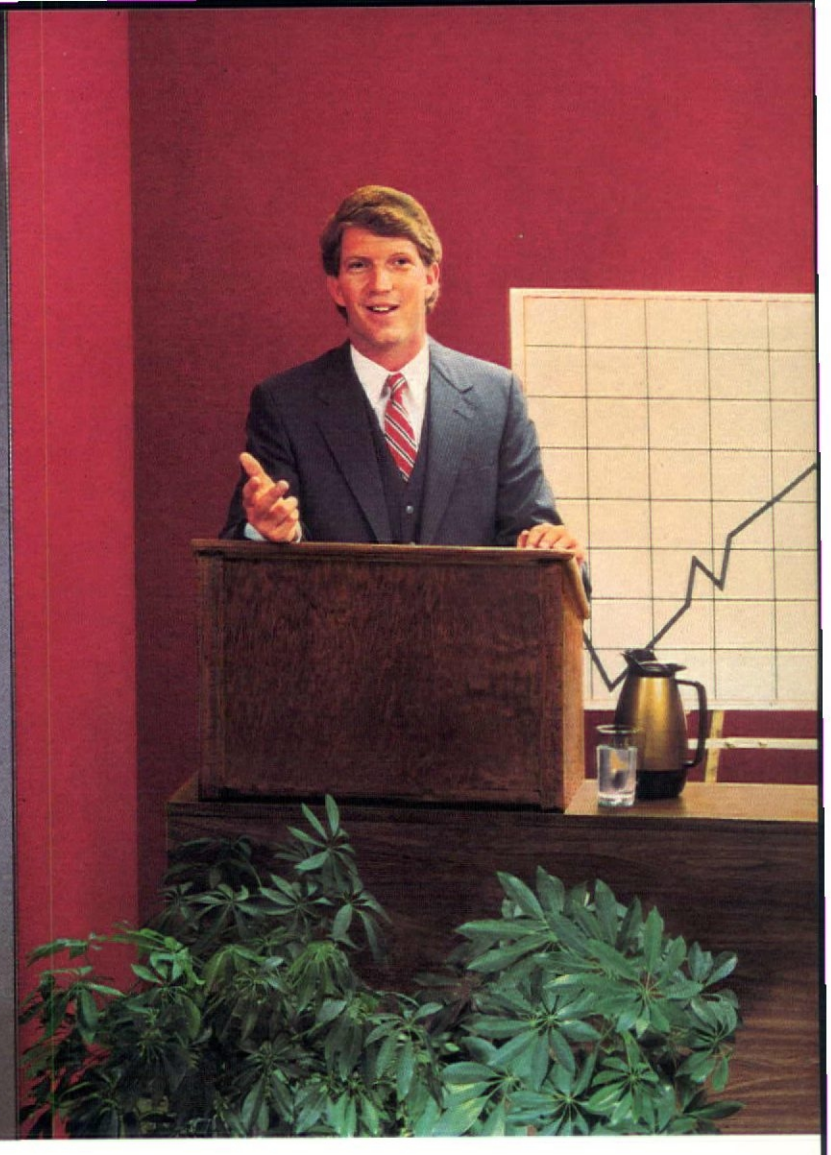


REQUEST CATALOG AND COLOR SELECTOR CARD ON YOUR LETTERHEAD

A PRODUCT OF ENGEL INDUSTRIES

Circle 127 on reader service card





HEAR 90% LESS "LADY OF SPAIN" WITH OZITE FABRA-TEX.®

When the wedding party cuts the cake, the computer salesman next door won't have to listen in. *If* Ozite's Fabra-Tex is on hand for both affairs.

This handsome acoustical wallcovering is the perfect choice for meeting, banquet, or guest rooms. Because while it's perking up your decor, it's also toning down your noise levels.

Fabra-Tex applied over certain walls can absorb up to 90% of the sound waves.

Fabra-Tex is a cinch to install. It vacuums clean in a flash. It doesn't fade. And it meets Class A standards for flammability, and boasts a "0" smoke density rating.

But nicest of all is the fact that all five patterns and 76 colors look as terrific as they perform.

Why not call Ozite toll-free at 800/323-3130 for samples and specifications on Fabra-Tex. And start filling your rooms with walls that are seen... and not heard.

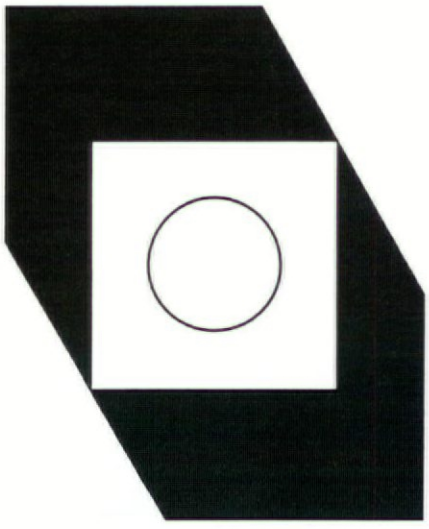


Ozite

1755 Butterfield Road, Libertyville, Ill. 60048
Since 1864 innovators in specialty textiles, floor coverings and wall coverings.

Fabra-Tex® (Patented) by Ozite

Circle 98 on reader service card



FIDER

Building a solid foundation for the future of Interior Design.

The future of the profession of Interior Design is dependent upon the quality of education available for those who will practice the profession tomorrow. FIDER, by its recognized process of voluntary accreditation helps to insure that future. The successful continuation and growth of the FIDER program is dependent on voluntary support.

Send your tax-deductible contributions to: Foundation for Interior Design Education Research. 242 West 27 Street, New York, New York 10001. 1/212/929-8366.

This advertisement is a contribution by this publication through the FIDER Development Task Force.

The Gulden Gallery

Distinguished Seating For Executive Suites

Our collection of authentic reproductions in mahogany and walnut are re-created with the pride and craftsmanship of yesterday. All frames are mortised and tenoned. A hand-rubbed finish highlights the hand-carved details and reflects the true character of the wood. Board room tables, dining tables, occasional tables and upholstered pieces available to the trade. Write for catalog.



1220
Sheraton





1213
Randolph



1209
Randolph



1225
Weston



1221
Sedgley



1223
Corsham

H. C. Gulden Mfg. Co. Factory & Showroom: Legacy Lane, PO Box 66, Aspers, PA 17304 · 717/677-7544
Also: High Point · Member Industry Foundation ASID

Circle 130 on reader service card

OFFICE '84: TWO EVENTS THAT MAKE HIGH-TECHNOLOGY WORKABLE

THE CONFERENCE

The increasing need for automation and the growing sophistication of business procedures demand the creation of an optimum work environment. Whether through design of new offices or the careful readjustment of the current facilities, the integration of high-technology into the office environment must meet corporate and employee requirements.

The Office '84 Conference is intended to help facilities managers and planners satisfy those requirements, by providing sessions on such topics as:

1. The design process and improved productivity.
2. The facilities mananger's role in planning and achieving a balance between space, budget and environment.
3. Federal office supplies: making contacts and securing contracts.
4. Accessing construction options for future flexibility and adaptability.
5. New EPA regulations affecting the work environment.
6. The economics of "smart" buildings ... and many more timely and practical subjects.

If today's high-technology and tomorrow's office space are your concern, you'll want to attend the Office '84 Conference.



Office '84 offers a unique opportunity to explore the issues of facilities planning and management as affected by high technology in today's non-residential workspace.

Whether you **provide** or **require** systems and services for the workplace, you should know more about Office '84.

Office '84

A Conference and Exhibition for furnishings, environment and design

Please send me more information on:

☐ exhibiting ☐ attending ☐ the Conference

Name _____

Title _____

Company _____

Division _____

Address _____

City _____ State _____ ZIP _____

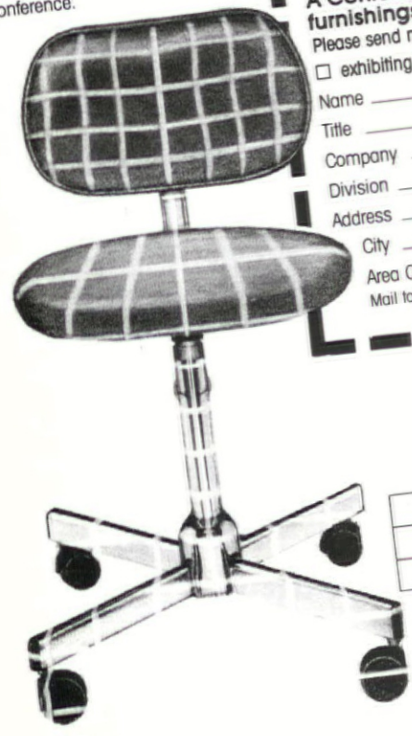
Area Code (_____) Phone _____

Mail to: Tony Lee, George Little Management, Inc.
2 Park Avenue, Suite 1100, New York, NY 10016

THE EXHIBITION

High-technology is transforming today's offices. In fact, it's predicted that up to 50% of the work force will use computers and video display terminals by 1990. Office '84 will showcase the equipment, information and ideas needed to update the office environment to accommodate the new electronics — and make high technology workable.

Manufacturers and vendors who wish to reach facilities managers, designers, planners, architects, building managers and owners as well as federal office suppliers and government officers, will exhibit at Office '84. Displays will include computer support furniture, carpeting, lighting, telecommunications systems, equipment and service bureaus, interior architectural systems and much more.



Send for more information, now.

OFFICE '84

Washington Convention Center,
Washington DC,
October 23-24, 1984.

Directed by:
George Little
Management, Inc.
2 Park Avenue, Suite 1100,
New York, NY 10016
(212) 686-6070
Telex 422447 LITLSHO

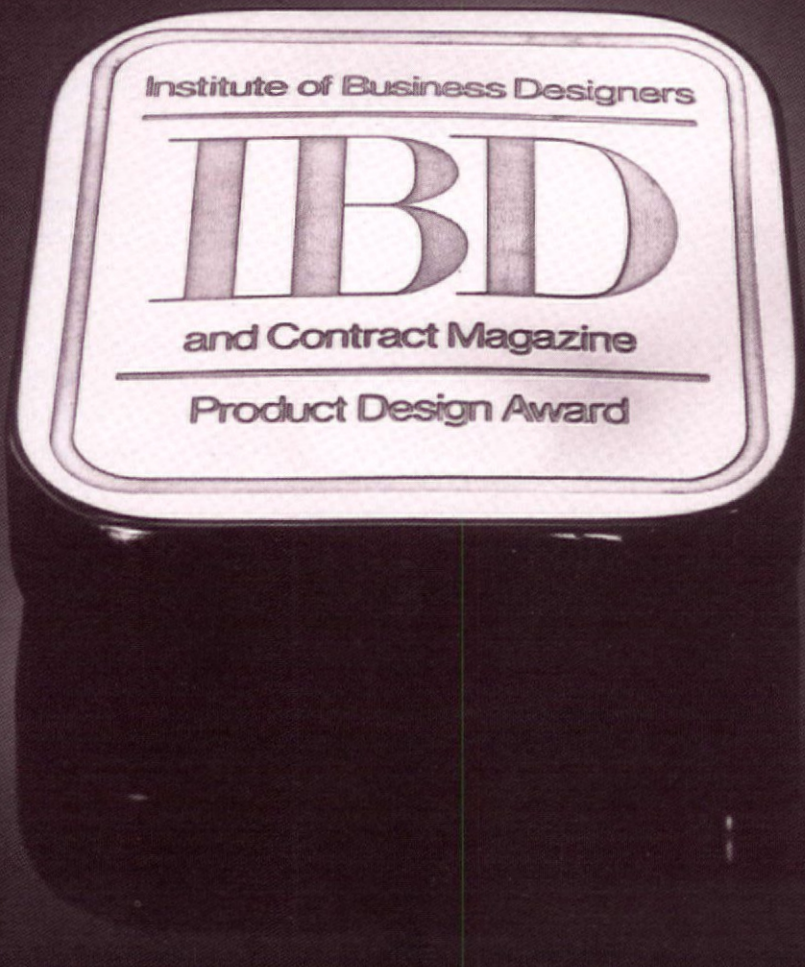
In association with
National Fairs, Inc.,
producers of Workspace.

Circle 131 on reader service card

ANNOUNCING THE MOST PRESTIGIOUS PRODUCT DESIGN COMPETITION YOU CAN ENTER.

IBD PRESENTS

THE 1984 PRODUCT DESIGN COMPETITION



THE 1984 PRODUCT DESIGN COMPETITION

Sponsored by

IBD

Institute of Business Designers.

and

Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

PURPOSE

To recognize outstanding innovation and exceptional design achievement in contract and commercial furnishings and related items of manufacturers and their product designers.

ENTRANTS

All manufacturers of contract commercial furnishings and related items introduced within the past year.

RECOGNITION

- Awards will be presented in New York City, planned to coincide with Designer's Saturday.
- *Contract* Magazine will feature the winners of the Product Design Competition in their November issue. The Grand Prize winner will be featured in color on the front cover.
- A bound reprint of the *Contract* Magazine coverage will be distributed to all members of the Institute of Business Designers.
- The Institute will publicize the Competition winners and the products in the National Office during NEOCON activities.
- An audiovisual presentation featuring the winning products will be circulated among the Institute's chapters and utilized in nationwide IBD programs.

RULES FOR ENTRY

1. Only products designed for contract use that have been offered for sale from September 1, 1983 are eligible. IBD and *Contract* will rely on the personal integrity of each *manufacturer to honor this rule*. Entries are not limited in number. *No entry may win more than one award and may not be entered in more than one category*. A designer or manufacturer may enter more than one entry.
2. IBD and *Contract* Magazine are not responsible for lost or damaged designs or kits submitted, either through fire, theft or any other cause, in transit or on location at our own or any other address where the designs and kits may be judged or exhibited.
3. IBD and *Contract* Magazine reserve the right to exhibit individually or collectively for the period of one year the award winning designs at their own or other addresses that may be included in a circulating exhibition tour.
4. Decisions by the judges are final. The judges reserve the right to determine the number of awards given and may choose not to award prizes in any given category.
5. Winning entries and kits become the property of the Institute of Business Designers and *Contract* Magazine.
6. Advertising and publicity on winning designs following the initial announcement of the award winners must be confined to and specifically refer to the winning design. No publicity is to be released by a manufacturer or designer of an award-winning product prior to October 12, 1984. *Failure to comply with this rule will immediately disqualify the winner.*
7. All advertising and publicity on winning designs must utilize the approved Product Competition image and include the year of the Competition.
   Example: "1984 IBD Silver Medallion Winner."
8. Winners will be notified by phone by the week of September 10, 1984.
9. The entry kit is designed to hold up to (8) 35mm slides and (2) 8" x 10" photos. Full color, large format transparencies must be available upon request.
10. Deadline for receipt of completed entry kits is 5:00 p.m., August 24, 1984, at the address printed on the label provided with page two of the entry kit (IBD—1155 Merchandise Mart, Chicago, Illinois 60654.)

NOTE:
Deadline is two weeks earlier than last year.

CATEGORIES

1. DESKS & CREDENZA
2. CASEGOODS—Library, Health Education, Industrial Education and Hospitality, Medical, Hotel applications
3. TABLES
4. FILING SYSTEMS
5. SYSTEMS FURNITURE—Any furniture consisting of movable walls and interrelated components, freestanding room dividers and partitions
6. COMPUTER SUPPORT FURNITURE—Specific equipment used in conjunction with computer and word processing systems
7. CEILING SYSTEMS
8. FURNITURE INTEGRATED/TASK/AMBIENT LIGHTING
9. PORTABLE LAMPS
10. LIGHTING—All other including ceiling, recessed fixtures and public lighting
11. CHAIRS/SPECIAL SEATING—Individual seating designed specifically for office or conference room usage, multipurpose stacking, ganging, folding, hospital, geriatric, restaurant and special usage
12. LOUNGE FURNITURE—Includes reception, modular, series seating
13. UPHOLSTERY FABRICS—Any weight, natural, synthetic fabrics including vinyl and leather
14. OTHER FABRICS—Draperies, casement, collections of coordinated fabric groupings (any weight)
15. CARPETING AND RUGS—(including carpet tiles)
16. FLOORCOVERINGS—Hard surface flooring, resilient, ceramic tile, wood
17. SURFACING MATERIALS—Laminates, metals, plastics for vertical or horizontal surfaces
18. ACOUSTICAL MATERIALS AND TREATMENT
19. WALLCOVERINGS
20. DESK AND OFFICE ACCESSORIES
21. VISUAL COMMUNICATIONS AND SIGNAGE
22. NEW SPECIAL INNOVATIVE PRODUCT SOLUTION—(other items exhibiting unique application of products. Suitable for contract application)

REQUEST FOR ENTRY KIT

Forward to:
Institute of Business Designers
1155 Merchandise Mart
Chicago, Illinois 60654
312-467-1950

Category

Date product first introduced on market

Manufacturer

Address

City, State, ZIP

Name of individual submitting entry

Phone

THE ENTRY FEE MUST ACCOMPANY EACH KIT REQUEST

To enter this competition, send a check for $95 (IBD members) or $125 (non-members) to IBD National Office Headquarters, 1155 Merchandise Mart, Chicago, IL 60654 for an entry kit for each product submitted.

The kit is designed to hold photographs, 35mm slides and forms for product description. No presentation boards are required.

ENTRY DEADLINE: AUGUST 24, 1984

JUDGES

Gordon Sylvester
Partner
Henry Dreyfuss Associates
New York, New York

Dale Fahnstrom, IDSA
Associate Professor in Product Design and Chairman of the Institute of Design
Illinois Institute of Technology
Chicago, Illinois

James Guequierre
Associate
Skidmore, Owings & Merrill
New York, New York

Eugene M. Daniels, FIBD
National President
President, Counterpoint Inc.
Knoxville, Tennessee



Gordon Sylvester



Dale Fahnstrom



James Guequierre

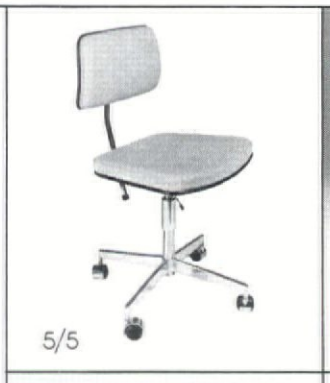


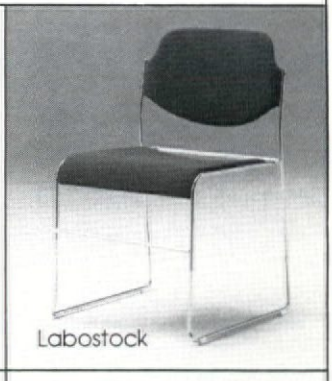
Eugene M. Daniels

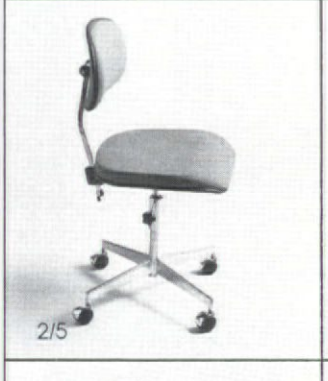
Labofu

...BECAUSE WHEN YOU SIT, YOU DON'T SIT STILL



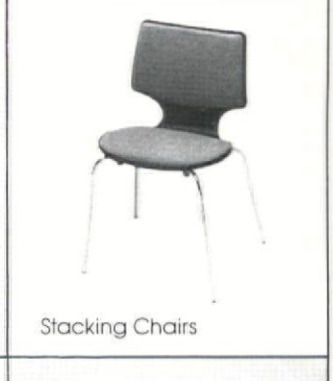

5/5


Labostock

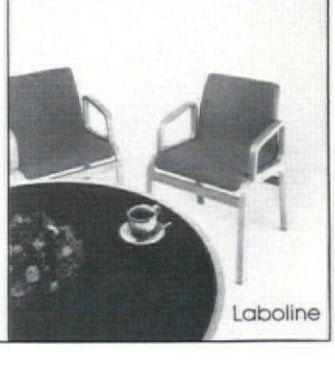

2/5


8130


515


Stacking Chairs


701


Laboline

Contact us for our complete catalog today.

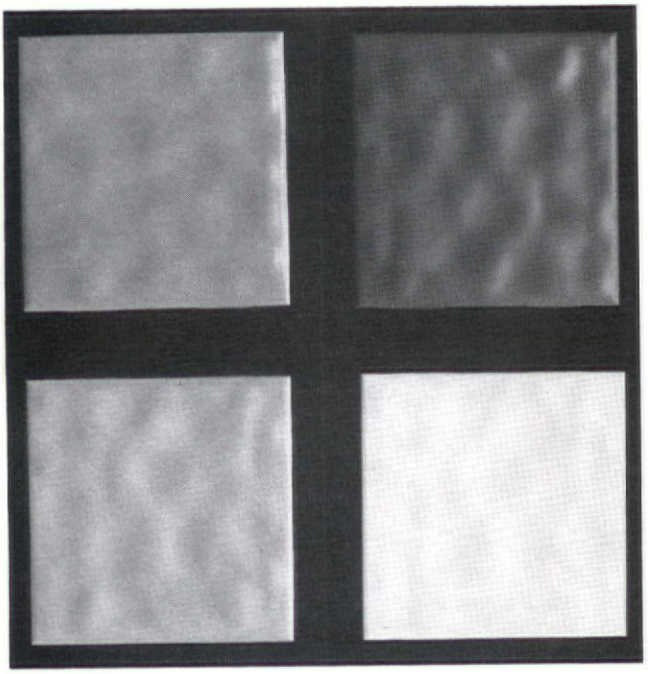
FoF

functional office furniture

1281 andersen drive • san rafael, ca 94901 • (415) 457-4143 • telex 34729

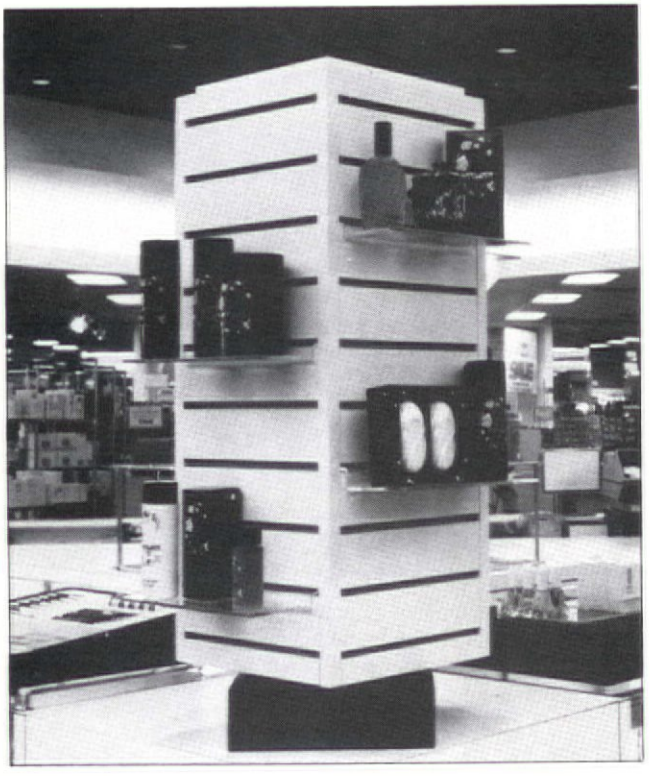
IMMEDIATE DELIVERY FROM: San Francisco or New Jersey Warehouse

Circle 133 on reader service card



TILES COLORED IN WESTERN THEME

Monarch Tile introduces its Millstone Series, sized 6-in. by 6-in. Colors adhere to a western theme in white, bone, mexican sand, gray, sandalwood and parchment. A full line of trim is offered with the series. **Circle No. 231.**



DISPLAY UNITS CREATE MERCHANDISING SPACE

Modular display unit from the **Masonite Corporation** stands on available countertop or floor space. Available in nine sizes and a variety of finishes, Displamate® modules can be stacked or bunched together and used as window displays, rack ends, or point-of-purchase exhibits. System features 360-degree rotation and a coordinated lid. **Circle No. 236.**



America's looking at both sides.

LOOK TO AMOCO

AMOCO

AMOCO FABRICS COMPANY | PATCHOGUE PLYMOUTH DIVISION

Write Amoco Fabrics Company Patchogue / Plymouth Division for more information:
550 Interstate North Pkwy.,
Atlanta, GA 30099 / 404-955-0935

ActionBac® is the Registered Trademark of Amoco Fabrics Company/Patchogue Plymouth Division

Circle 134 on reader service card

"This Conference is the best single resource for facilities design and management computerization. A must for anyone in the field."

—James Ponder, AIA, USF&G Insurance,
Facilities Planning & Design Division, Baltimore, MD

If you're in the process of selecting a computer for your organization, upgrading your current system or discovering how to use computers for facilities management and design—Find the information you need to make the right decisions at the sixth annual

COMPUTER-AIDED SPACE DESIGN & MANAGEMENT CONFERENCE

Co-sponsored by Gralla Publications' *Contract* and *Facilities Design & Management* Magazines

November 12-13, 1984 • Omni Park Central • New York City

- **Find out how others solve problems you face on-the-job at your choice of seminars and roundtables.** You'll have an opportunity to tailor your own educational program to meet your needs. Choose from a wide range of sessions focusing on current technology capabilities, the state-of-the-art and more.
- **Take a first-hand look at computer systems in action.** The foremost suppliers in the country will be at the Conference to demonstrate their equipment, explain capabilities and costs, and discuss your needs one-to-one.

☐ Please register me to attend the COMPUTER-AIDED SPACE DESIGN & MANAGEMENT CONFERENCE, November 12-13, 1984, in New York City at the Omni Park Central (formerly The New York Sheraton, Seventh Avenue at 56th Street).
☐ Enclosed is my registration fee of $495 (payable to Gralla Conferences)
☐ Please bill my company

Please send me additional information on the Conference; I am interested in ☐ attending; ☐ exhibiting.

Return this coupon to Barbara Dales, Registration Supervisor, Gralla Conferences, 1515 Broadway, New York, NY 10036, 212-869-1300.

Name_____ Title_____

Company_____

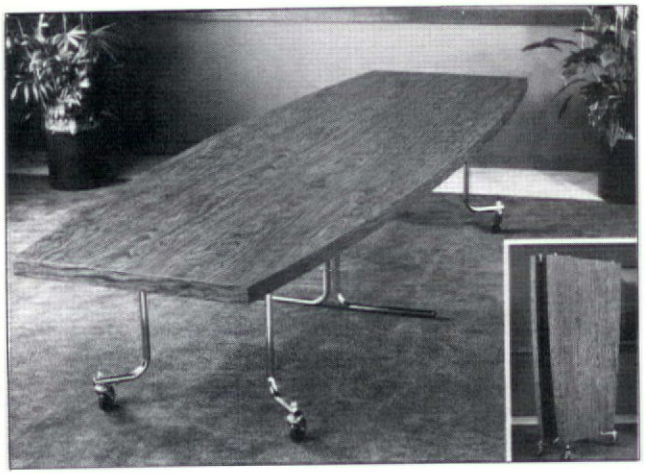
Address_____

City_____ State_____ Zip_____

Telephone ( )_____

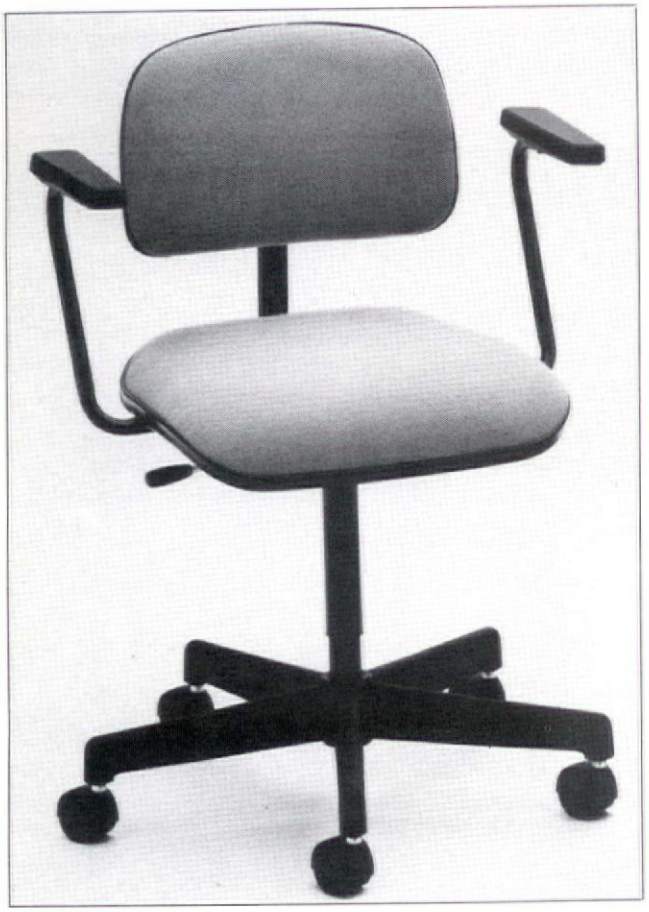
Circle 135 on reader service card

PRODUCTS & SERVICES



MOBILE CONFERENCE TABLES FEATURE 'FLOATING FOLD'

SICO Inc.'s folding conference tables employ a torsion bar for minimum effort in opening and closing. Along with this patented "floating fold," tables are offered in two new top designs: wedge and contoured "boat" form. Finished in melamine plastic teak, tables are 10- or 8-ft. long and have stabilizing center legs. **Circle No. 238.**

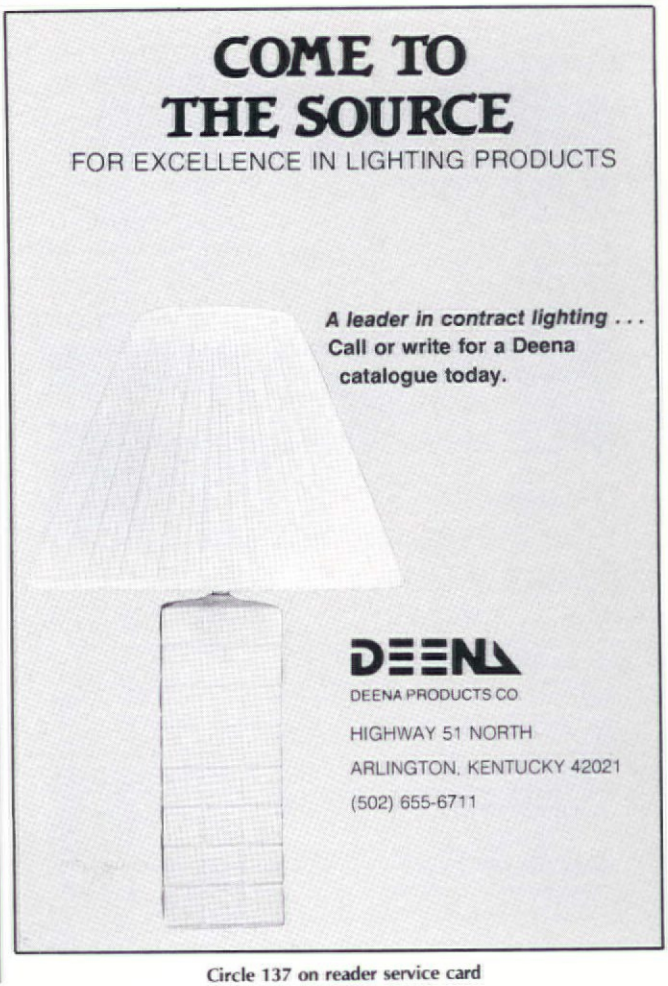


EURO-STYLE CHAIR COMES WITH OR WITHOUT ARMS

Euro-style Alpha chair from **United Chair** is available with or without arms in 20 designer colors. Designed as a computer/secretarial task chair for electronic offices, the Alpha chair has numerous adjustment features. Fabrics are 100 percent nylon with Scotchguard protection; plastic parts match in texture and color. **Circle No. 224.**

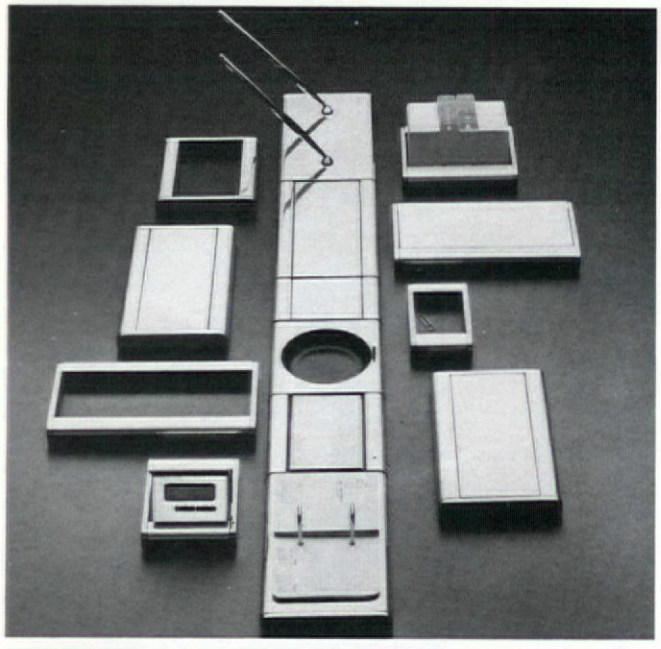


Circle 136 on reader service card



Circle 137 on reader service card

"Quick Ship"
Shipped within 24 hours upon receipt of your order



Fuller Contract Accessories

FULLER

10-16 44th Drive Long Island City, New York 11101 (212) 688-2243

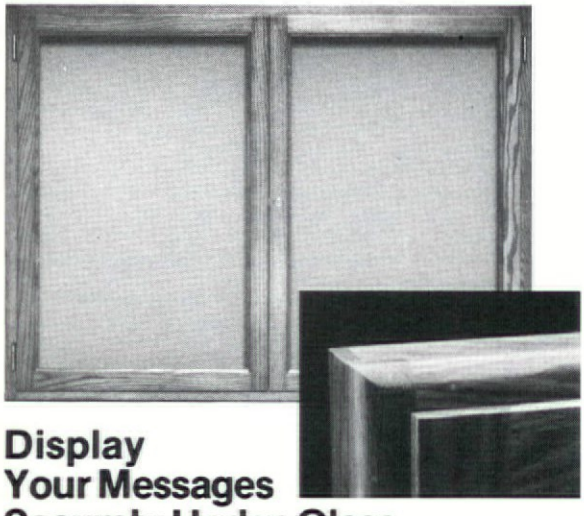
Circle 138 on reader service card

PRODUCTS & SERVICES



DECORATIVE LOUVERS HAVE DUAL USAGE

Louver materials from **Combeau Industries** are suitable for lamination on aluminum and for use in groovers. Complete line of textile strings and wovens in all louver widths range in color from neutrals to soft sherbet shades. **Circle No. 226.**



Display Your Messages Securely Under Glass

Post your information in a secure, attractive display cabinet with Oak Wood/Glass-Enclosed Bulletin & Directory Boards from MARSH.

Available in single or double door units, these handsome cabinets feature tempered safety glass set in a solid oak frame. Doors come equipped with heavy-duty, self-closing adjustable hinges and five-pin tumbler locks for added security. Your choice of either natural oak or walnut finishes.

MARSH Oak Wood/Glass-Enclosed Cabinets are available in both standard and custom-built sizes. Contact MARSH today for a free full color catalog illustrating our entire line of quality products.

MARSH CHALKBOARD COMPANY

Dover, Ohio 44622
(216) 343-8825

Circle 139 on reader service card

WE'LL GIVE YOU A LEG TO STAND ON...

...And then some! Plastiglide manufactures the world's largest line of quality leveling glides for light to extra heavy-duty use. We can provide a variety of stems, styles, sizes, materials, and metal finishes to meet your design, price, and performance requirements. We also manufacture a full complement of plastic and metal adaptors for nearly every application.



Call or write for free catalog and samples.

PLASTIGLIDE
PLASTIC & METAL COMPONENTS

EXECUTIVE OFFICES: 2701 W. El Segundo Boulevard, Hawthorne, California 90250—(213) 777-8108 — OTHER PLANTS & OFFICES: Waterbury, CT—Chicago, IL, — High Point, NC—Toronto, ON, Canada

Circle 140 on reader service card



CONFERENCE CHAIR HOUSES INTERPRETOR SYSTEM

Conference chair from **Massey Seating Co.** is designed for auditoriums that require simultaneous language interpretation. Arm conceals a multiple-channel interpretor system. Up to five chairs can be mounted to one horizontal support beam. **Circle No. 229.**

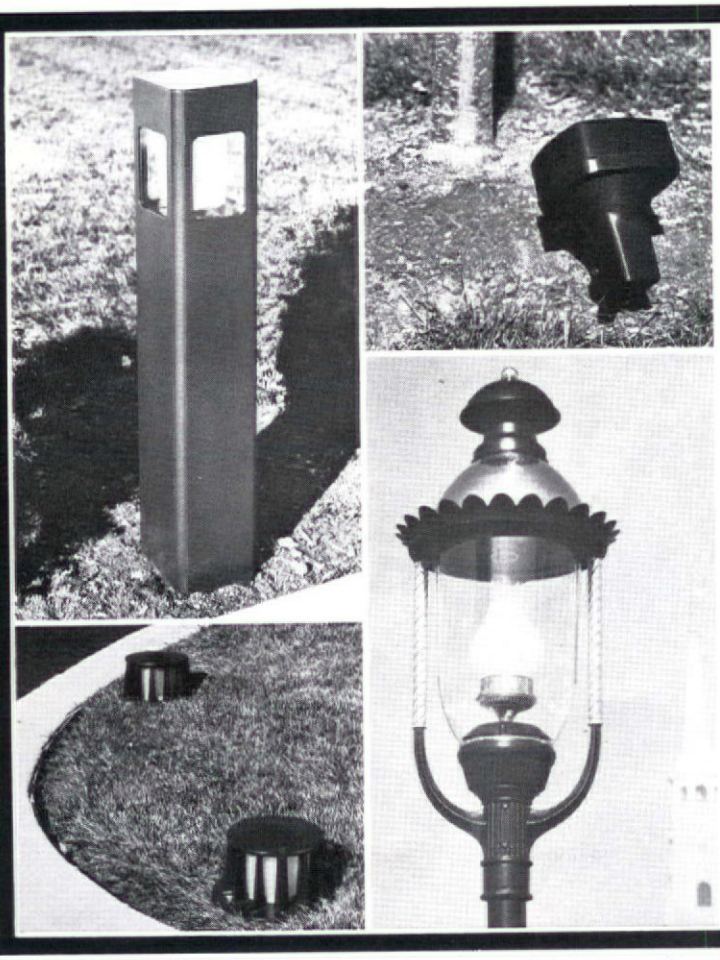
ACOUSTICORD IS CATCHING ON



In stores and shopping centers across America, Velcro® compatible Acousticord—with unique corduroy-like ribbing—is turning ordinary walls into eye-catching display surfaces. Available on cut-order basis with Eurotex stocking program.
Contact: Eurotex, The Marketplace,
2400 Market St., Phila., PA 19103.
800-523-0731. In PA 215-568-4300.

EUROTEX

Circle 141 on reader service card



HADCO®

"ARCHITECTURAL LIGHTING"

Hadco's energy efficient bollards and low level lighting fixtures are offered in H.I.D. and fluorescent sources.

Hadco's fixtures are all aluminum construction, finished with Hadco's exclusive CRAFTCOAT™ process and warranted for three years.

Hadco's ARCHITECTURAL catalog also includes high performance Contemporary, Traditional and Period site lighting with decorative posts to 20 feet.

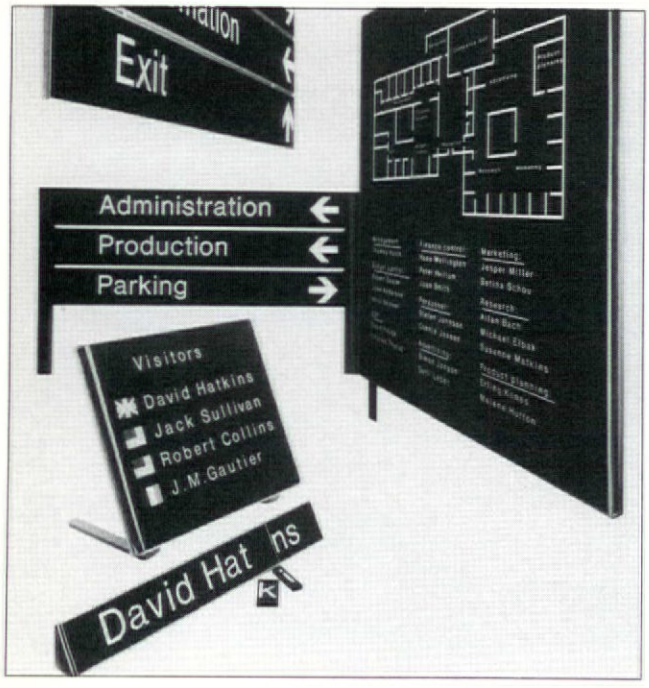
DESIGN - QUALITY - VERSATILITY

SWEETS file no. 16.6g/Cr.
L.A. file no. 16.6g/Cr.

HADCO DIV. CRAFTLITE
P.O. Box 128 • 100 Craftway
Littlestown, Pennsylvania 17340
Phone: 800-233-7167
in Pa. (717) 359-7131

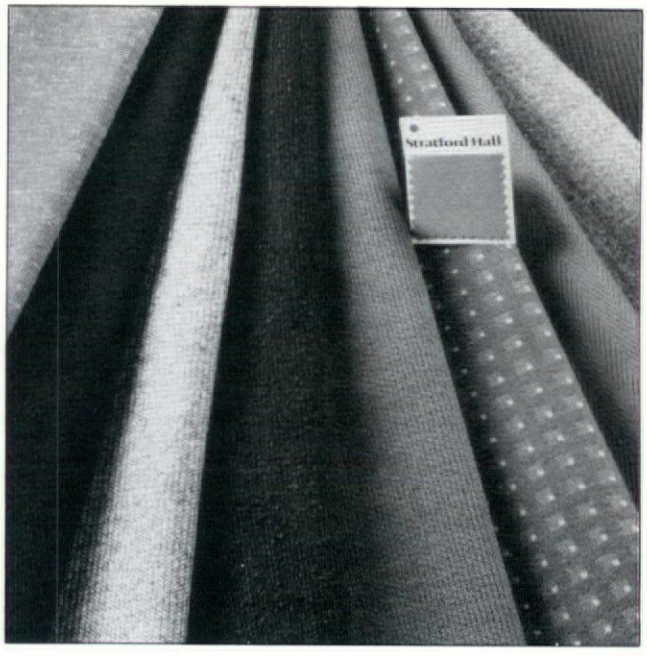
American Home Lighting Institute SM

Circle 142 on reader service card



SIGNS FEATURE INTERCHANGEABLE LETTERS

Interior/exterior signs from **Modulex** feature interchangeable letters for name updating, as well as permanent letters. Panels and frames are manufactured of extruded aluminum; text is made from aluminum or plastic. **Circle No. 342.**



CONTRACT TEXTILES ARE ESTHETIC AND PRACTICAL

The **Stratford Hall** collection of more than 340 fabrics is divided into four groups: Australian Worsteds, Saxon Heathers, Woolweaves, and Leathers. Each is available in a variety of colorations and patterns designed to fulfill both esthetic and technical requirements. **Circle No. 223.**



Circle 143 on reader service card

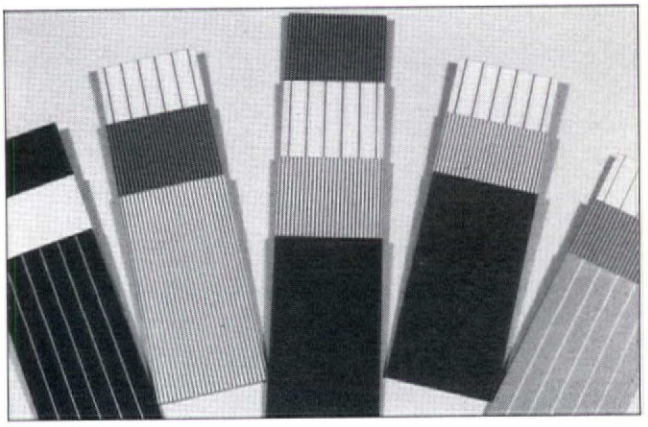


TEXTILES FEATURE EXOTIC & DOMESTIC PRINTS

Port of Call textile collection from **Brunschwig and Fils** includes prints of Far East motifs and domestically inspired wovens. Pictured is Phylida, a lightweight stripe. Fabrics are available in numerous colors. **Circle No. 218.**

TARGET® TILE LINE ADDS TWO NEW COLORS

Burgundy and slate are new color additions to the **R.C.A. Rubber Co.**'s line of resilient rubber flooring. Tiles are 24-in. by 24-in., designed for both commercial and public interiors. Available in seven other colors, the tiles provide noise reduction and are resistant to stains and scorches. **Circle No. 232.**



STRIPED TILES MATCH SOLIDS

Hastings Tile & Il Bagno Collection introduces the Gessati and Fili lines of 5-in. by 10-in. ceramic tiles. Fili semi-gloss tiles come in six- or 26-stripe with matching solids in red, yellow, blue, green, or white. Gessati is a five-stripe tile in red, black, beige, gray, pink, or white. **Circle No. 227.**

MARK'S INTERNATIONAL ORIENTAL RUGS & CARPETS

NEOCON INTERNATIONAL

5512 JOHNSON DRIVE • MISSION, KANSAS 66202

FINE ORIENTAL RUGS FOR YOUR COMMERCIAL USE

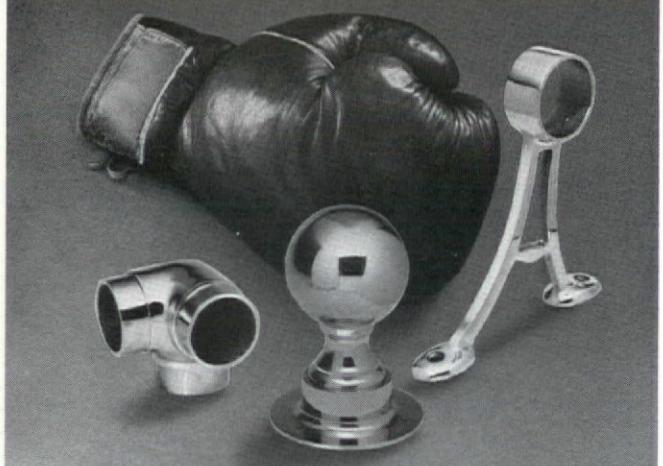
DURABLE • HIGH TRAFFIC

Used in Holiday Inns, Gilbert/Robinson Restaurants and many other fine Banks, Hotels, Restaurants and Offices.

CALL COLLECT **913•722-2242** CALL COLLECT

Circle 144 on reader service card

Heavyweight Champs



Quality and durability are the reasons Lawrence has retained its title as the industry's finest brass manufacturer since 1881.

By weight, density, contour and design, there is no contest. That's why leading architects, designers and major users rank Lawrence brass fittings and railings number one over all.

Lawrence fine brass, chrome and stainless products are detailed in a colorful catalog. See your dealer or contact us for a copy today.

LAWRENCE METAL PRODUCTS

P.O. Box 400-M, Dept. C • 260 Spur Dr. South, Bay Shore, NY 11706 • 516-666-0300

Prefabricated Railing Posts • Components • Custom Fabrication

Circle 155 on reader service card

PROTECTOMATS®

Protect You • Protect Your Clients

- Prevent planter perspiration and condensation from spoiling carpets, furniture...all surfaces.
- Protect against scratches and marking.
- Permanent protection with an extremely durable combination of naturally absorptive cork and the moisture barrier of rigid Waltonite.™



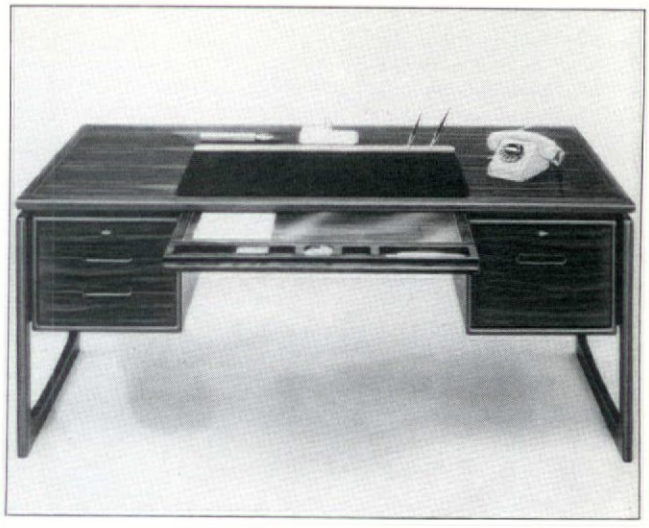
protecto mat®

REPRESENTATIVE INQUIRIES INVITED THE WALTON COMPANY

P.O. BOX 1998, HUNTINGTON BEACH, CA 92647 • TELEPHONE (714) 847-8800

Circle 157 on reader service card

PRODUCTS & SERVICES



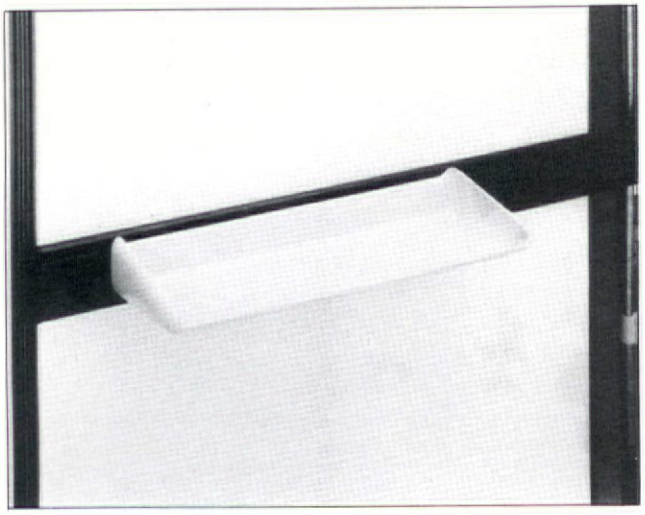
IMPORTED DESK FEATURES LIFT-UP GLASS COVER

Studio Line desk from **Wim & Karen** has a center drawer with compartments and a lift-up glass cover. There are also a locking file drawer and three regular-size drawers. Desk is made in teak or rosewood with coordinating pieces available. **Circle No. 233.**



SWIVEL CHAIR HAS MATCHING SIDE CHAIR

Traditional executive swivel chair from **Hickory Leather Co.** has matching side chair. Chairs are hand–tufted; swivel has eight-way hand-tied coil spring construction. Both are available in a choice of 15 top-grain leathers plus a wide selection of vinyls and fabrics. **Circle No. 225.**



EDP TRAY SUPPLIES EXTRA WORK STORAGE SPACE

Edonwal Stackable® EDP Tray can be mounted on open plan office walls and traditional hard walls and is adaptable to desks and credenzas. Tray side-loads and accommodates data-processing documents, including bound and unbound print-outs. Available in three colors.
Circle No. 241.



STEEL CHAIR FEATURES OPTIONAL WOOD INSERT

Kofabco's club chair is made of steel with a variety of available baked enamel and plated finishes. An optional walnut-finished wood, or upholstered piece can be inserted in the arm. Hooded casters are also optional. **Circle No. 230.**

Carpet need not compromise performance for the sake of luxury

When selecting carpet, you generally get your choice of one or the other, seldom both. From the finest raw materials, and state-of-the-art equipment, to our meticulous old world craftsmanship, at FABRICA our commitment to excellence does not allow compromise. Performance and luxury. We deliver both.

FABRICA INTERNATIONAL

"Quality Without Compromise"

2801 Pullman St., Santa Ana, CA 92705
Continental U.S.: (800) 854-0357
Within California: (800) 432-7241
TWX: 910 595 2787

Circle 145 on reader service card

Desk Liberators for progressive offices



The "Swivel Wings"
They elevate all the paper work which lands on your desk. Files and documents get neatly stacked on two or three levels. Now all is clearly organized and readily accessible from all sides.

The "Swing Arm"
The most elegant solution to elevate the telephone into the "free zone," where is plenty. A true "Liberator" from the fight for desk space.

And . . . from the same product family, now available:



The "Telephone Pole" for the extra small space



The "Telephone Pole" with letter tray for putting information needed at a handy place, into a handy place.



The "Lamp" Task lighting at its best. More light at less cost wherever needed.

Liberate your own workplace.
Hansa Company, 901 Fuhrmann Blvd., Buffalo, NY 14203, (416) 844-9882

Circle 146 on reader service card

the look
WOVEN
SCULPTURE



Woven sculptures solve bare wall - large or small - design problems. These gallery quality wall hangings are hand loomed by California artisans. Custom weavings are available in any size or any color.

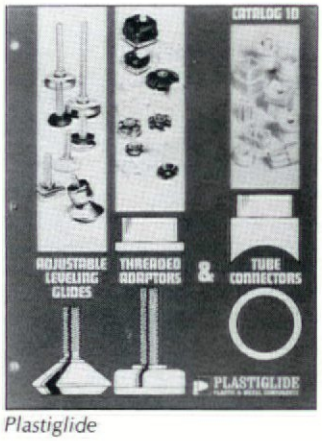
the place
TMA

TED MORRIS & ASSOCIATES, INC.
1933 South Broadway Showroom: 1007 · L.A. Mart
Los Angeles, California 90007 (213) 747-0381

Circle 147 on reader service card

CATALOGS & BROCHURES

Plastiglide Manufacturing Corporation's updated catalog on firm's line of leveling glides is now revised into a chart format. Information includes series numbers and glide sizes, base and finish materials, standard stud diameters, and lengths. **Circle No. 209.**



Plastiglide

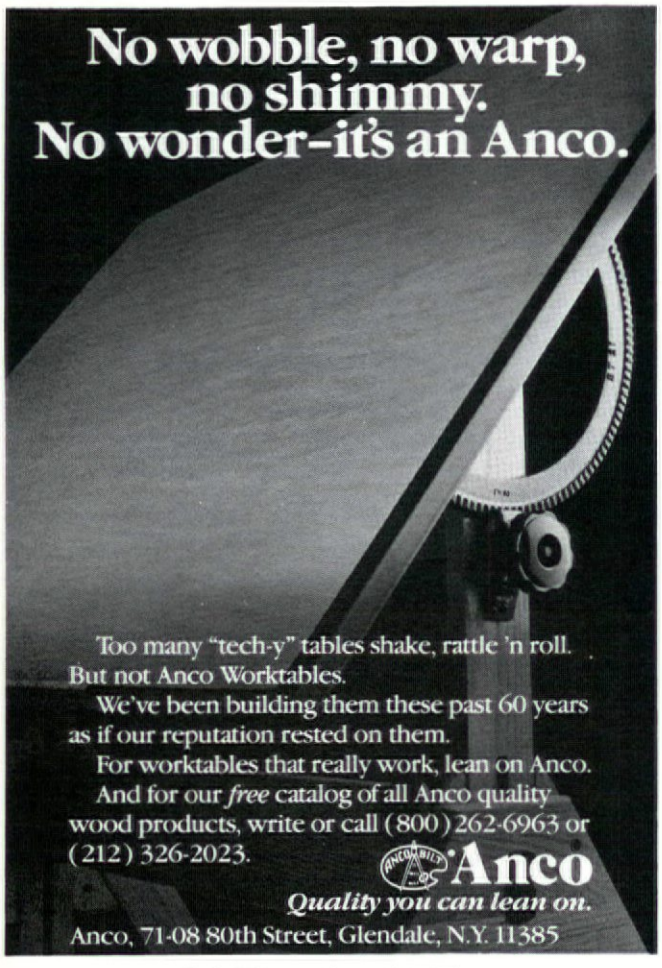


American Abrasive

American Abrasive Metals Company presents its "Stair Tread Manual for 1984" featuring the latest designs in barrier-free non-slip stair treads. **Circle No. 338.**

Several brochures from Wilsonart depict firm's laminate surfaces including The Master Line, The Designer Line, and Cream of the Tops. A regional distributor chart is also available. **Circle No. 210.**

No wobble, no warp, no shimmy. No wonder–it's an Anco.



Too many "tech-y" tables shake, rattle 'n roll. But not Anco Worktables.

We've been building them these past 60 years as if our reputation rested on them.

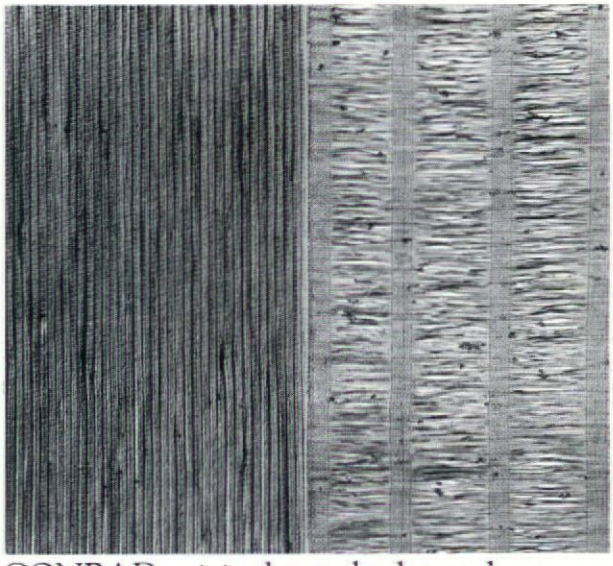
For worktables that really work, lean on Anco.

And for our *free* catalog of all Anco quality wood products, write or call (800) 262-6963 or (212) 326-2023.

Anco
Quality you can lean on.

Anco, 71-08 80th Street, Glendale, N.Y. 11385

Circle 148 on reader service card



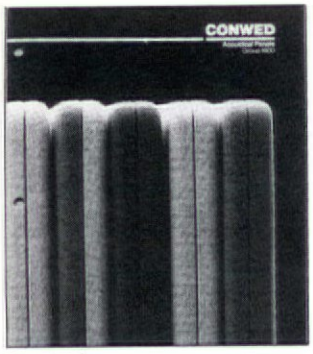
CONRAD original sun shades and suma weaves. Custom handwoven from natural fibers for window and wall coverings.

CONRAD IMPORTS
575 TENTH ST. SAN FRANCISCO, CA. 94103 (415) 626-3303

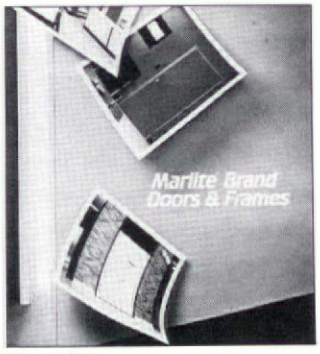
REPRESENTATIVES: ATLANTA/BOSTON/CHICAGO/ DALLAS/DENVER/HONOLULU/LOS ANGELES/MIAMI/ NEW YORK/PHILADELPHIA/PORTLAND/ SAN FRANCISCO/SEATTLE/TROY/WASHINGTON, D.C.

Circle 149 on reader service card

Brochure from Conwed Corp. details noise-reducing acoustical panels available in 16 standard, fire-rated fabrics, 30 panel sizes, and three natural wood finishes. **Circle No. 201.**



Conwed

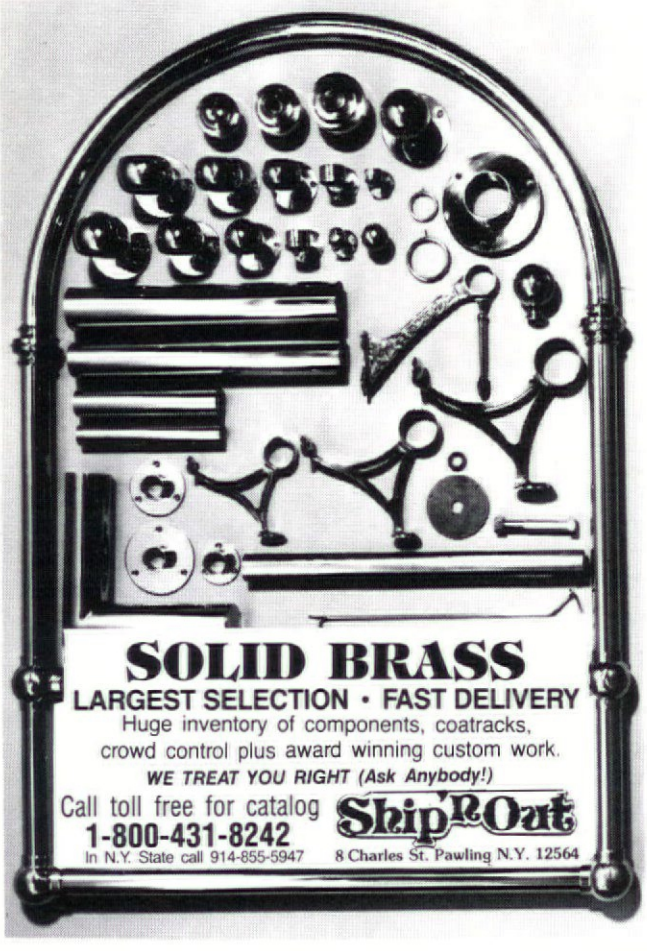


Masonite

Catalog from Masonite Corporation provides illustrations and data on Marlite doors, frames, and bathroom stalls. **Circle No. 205.**

3M publishes a 36-page brochure which classifies a full range of products serving 10 major markets, including healthcare, electronics/electrical manufacturing, video and data communications, and industrial production. **Circle No. 217.**

Brochure demonstrates commercial applications of the Bentley Carpet Mills carpet and fabric lines. **Circle No. 211.**



Circle 152 on reader service card

IS INCREASED PRODUCTIVITY OF INTEREST?????



If your VDT operators could give you "10 minutes more" productive time each and every day, you could afford to pay a "fortune" for a more comfortable chair for them.

TAKE A SERIOUS LOOK AT WHAT YOUR SEATING ARRANGEMENTS ARE—REQUEST OUR "Facts about sitting".

To experience Ergodynamics ask for a demonstration at NEOCON 9–112/10–49A and showrooms of other seating manufacturers.

Our Seat Support Systems have applications on **ALL** types of seating-including Camera Operator seating used on mobilunits filming TV coverage of the **LA OLYMPICS.**

For information about **OFFICE, INDUSTRIAL** and **INSTITUTIONAL SEATING** write or call.

TORXON, INC.

917 Center Street, San Carlos, California 94070
(415) 595-5035 Telex 278498 SRVCE

Circle 153 on reader service card

CLASSIFIED ADVERTISEMENTS

RATES: A standard classified ad costs $57.00 per column inch. Estimate a column inch as 37 characters per line, 7 lines per inch, including headline and address. Please specify whether it is a signed ad or a blind box number. Add $5.00 to the cost if a box number is used. Payment with order is required for insertion of classified. Send ad and check to: CONTRACT, Classified Ad Dept., 1515 Broadway, 24th Floor, New York, NY 10036. **DEADLINE:** 1st of the preceding month. **REGULATIONS:** Classified ads may be used for help or situations wanted; salesmen, reps, or lines wanted; business for sale; and any used or odd-lot products or closeouts for sale on a one-time basis. Classified ads may not be used for extensive product descriptions; customer solicitation; or for the offer of merchandise or services continuously available to our readers, which is the function of display advertising. Publication reserves the right to reject, delete, or re-word copy that is contrary to regulations.

REPRESENTATIVES WANTED

Sales person or company to represent manufacturer for exclusive national contract for large health care chain. Experience desired in draperies, cubicles, bedspreads, etc. Respond to: (213) 937-7400 or (213) 273-5550.

REPS. NEEDED

Prestigious manufacturer of high-tech contemporary task and CRT lighting, headquartered in the Northeast is looking for qualified reps. Respond to Box 162, CONTRACT, 1515 Broadway, New York, NY 10036.

REPRESENTATIVES WANTED

REPRESENTATIVES WANTED—CONTRACT CARPETS

Leading carpet manufacturer in Scandinavia
Dansk Wilton, Inc.
seeking agents for the American contract market.
Please contact management at the Neocon exhibit,
Booth No. 906, Expocenter, Chicago, June 12-15,
1984, or write to:
Dansk Wilton, Inc., Birk, 7400 Herning, Denmark
Phone (07) 123366, telex 62179 Danwil dk

SALES REPRESENTATIVES WANTED

Well established European line of fine furniture entering the U.S. Market. Selected territories available. Send resume to Box 159, CONTRACT, 1515 Broadway, New York, NY 10036; or see us at NEOCON INTERNATIONAL, Booth 446.

KEY TERRITORIES AVAILABLE TO TOP QUALITY MFG. REPS

Contract designer fabric line. Products for corporate and health care. Call on architects, designers, specifiers.
Respond to: D. Hoit
KCR Fabrics Inc.,
867 Merchandise Mart,
Chicago IL 60650.

MANUFACTURERS REPS

Manufacturer of framed art posters, fine art prints, original lithographs, other wall decor has openings for manufacturers reps for selected territories. Excellent supporting material—very high commissions. Send area covered and resume to: American Picture Manufacturing Corp., 1437 Centre, Detroit, MI 48226, or call Mr. Reynolds at (313) 963-0510.

CONTRACT REPS WANTED

Established reps wanted by importer/manufacturer of quality accessories, planters, artificial trees and fiberglass products. Selected territories open. Send resume including lines carried to Box 157, CONTRACT, 1515 Broadway, New York, NY 10036.

MANUFACTURER'S REP WANTED

We need a manufacturer's rep for new line of butcher block computer furniture. Call/write: BLOCK TOPS INC., 1350 N. Hundley St., Anaheim, CA 92806 (714) 632-9010.

DEALER/COLORADO

SEAL FURNITURE & SYSTEMS INC., one of the country's largest and most progressive contract dealerships, needs three more experienced Marketing Rep's for its Denver headquarters office and its Long Beach, California Center. Please reply in confidence to: Seal Furniture & Systems Inc.—80 South Santa Fe Drive—Denver CO 80223—Attention R. P. Van Gytenbeek.

REPRESENTATIVES WANTED

Excellent Wood Chair Line, Popularly Priced, Short and Sweet, Proven Results: Seeking Reps for all Fields—Hospital, Office, Health-Care, and Dormitories. Send Resume on Lines Carried. Choice Territories Available. Box 155, CONTRACT, 1515 Broadway, New York, NY 10036.

CONTRACT REPS WANTED

National manufacturer of high quality aluminum furniture seeks quality representation to call on designers, specifiers, architects, hotels/motels, corporate accounts. Key territories available. Contact: Gary Frost, Pompeii Casual Furniture, 255 N.W. 25th Street, Miami, FL 33127. (305) 576-3600.

THE MARKETPLACE

. . . Where Your Classified Ad reaches over 29,000 industry "pros". . .

This high-reader-traffic section is a marketplace for you to fill an important position in your company, to find a new career opportunity for yourself, find salesmen, reps or lines wanted, business for sale and any used or odd-lot products or closeouts for sale on a one-time basis.

THE MARKETPLACE offers you an audience of over 29,000 commercial interior architects, designers, furnishers, specifiers, planners and dealers.

DEADLINE: First of the preceding month.

RATES: $57 per column inch (approximately 40 characters to a line. 7 lines per inch). All copy is pub set at no charge. For blind box number, please add $5.00, for each issue.

REGULATIONS: Classified Ads may not be used for extensive product descriptions; customer solicitations; or for the offer of merchandise or services continuously available to our readers, which is the function of display advertising.

To place your ad in **THE MARKETPLACE,** just fill out the coupon below, enclose a check for the full amount, and mail to:
Classified Ad Manager
CONTRACT MARKETPLACE
1515 Broadway, New York, N.Y. 10036

Please run the attached ad(s) in the next issue(s)____of CONTRACT. I am enclosing a check for $____.
☐ This includes $5.00 per issue for a blind box number.

Name & Title _____
Organization _____
Address _____
City/State/Zip _____
Phone # _____

Check Heading Under Which Ad is to Appear

☐ **Representatives Wanted**
☐ **Lines Wanted**
☐ **Positions Available**
☐ **For Sale**
☐ **Miscellaneous**
☐ **Business Opportunities**
☐ **Situations Wanted**